

PETS & MORE USA EXPO EXHIBIT SPACE AGREEMENT
North Atlanta Trade Center, Norcross, GA
May 1-3, 2009

This Exhibit Space Agreement is by and between CD Management dba Pets & More USA Expo and the exhibiting organization identified below.

Exhibitor

Company Name to be published _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

Contact Title _____

E-Mail _____

Web Site _____

Products/Services to be displayed _____

If selling products, Exhibitor must have sales tax permit for the city of Norcross, GA

We hereby request to reserve exhibit space indicated below.

Exhibit space cannot be guaranteed and will not be assigned unless contract is returned with payment.

Booth Type	Booth Dimensions	Booth Price
<input type="checkbox"/>	8' x 10'	\$440 (limited space)
<input type="checkbox"/>	10' x 10'	\$550
<input type="checkbox"/>	10' x 15'	\$825
<input type="checkbox"/>	10' x 20'	\$1,000
<input type="checkbox"/>	20' x 20'	\$2,000

Shelters & Non-Profit Rescues — 8' x 10' Booth Complimentary

Other Non-Profit Rates Available (call for information)

Booth space includes:

- Pipe & drape
- Listing in the show program
- 6 or 8 ft. skirted table, 2 chairs and waste can
- Link on Web site: www.petsandmoreusa.com
- Electrical is **NOT** included

Exhibitors with 400 square feet or more will receive a bulk space rate of \$3.50 per square foot.

You will be notified of your booth assignment.

Exhibit Space Order

- 50% non-refundable deposit is due with Exhibit Space Agreement. The non-refundable balance is due February 15, 2008.
- NO REFUNDS for any reason.
- Bulk space does not include pipe, drape and ID sign.

Credit Card Automatic Payment Plan for BALANCE due
Once the deposit is made

Pay Balance on Due Date
February 15, 2009

* _____ Date: _____
Authorized Signature

Payment

Full payment or 50% non-refundable deposit must accompany Agreement.

Check in the amount of \$_____ (**Payable to CD Management**) _____ VISA _____ Master Card _____ AMX

Billing Address _____

Amount to Charge upon Receipt (deposit) \$ _____

Amount to Charge January 15, 2008 (balance) \$ _____

Credit Card # _____ CCID* _____ Expiration Date _____
*CCID is the 3 digit number on the back of MC and VISA or the 4 digit number on the front of AMX.

Name on Card _____

Signature _____

Agreement

EXHIBITOR: I hereby agree to the Terms and Conditions of this Agreement for Exhibit Space and Expo Rules and Regulations.

Signature _____ Date _____

Return to: CD Management • 2724 2nd Ave. Des Moines, IA 50313 • Phone: 800-367-5651 • Fax: 515-282-4483

Expo Rules and Regulations

Pets & More USA Expo is conducted to promote responsible pet ownership and draw attention to pets available for adoption through local animal shelters, rescue leagues and humane societies. These rules and regulations have been prepared to serve the best interest of Exhibitors, visitors and Pets & More USA Expo. Exhibitor accepts these Rules and Regulations, which form a part of the Exhibit Space Agreement, and agrees to adhere to all conditions as outlined.

Pets & More USA Expo is produced by CD Management Ltd., 2724 2nd. Ave., Des Moines, IA 50313.

Indemnity & Insurance. Exhibitor agrees to protect, save and hold the Show Management and the North Atlanta Trade Center and all agents and employees thereof forever harmless for any damages or charges imposed for violations of any law ordinance, whether occasioned by the negligence of the Exhibitor or those holding under the Exhibitor, as well as, strictly comply with the applicable terms and conditions contained in the agreement between the North Atlanta Trade Center and the Show Management regarding the exhibition premises; and further, Exhibitor shall at all times protect, save and hold harmless the Show Management and the North Atlanta Trade Center against and from any and all losses, costs (including attorney fees), damage, liability, or expense arising from, or out of or by reason of any accident or bodily injury or by reason of said Exhibitor's occupancy and the use of the Exhibition premises or part thereof.

The Show Management and the North Atlanta Trade Center cannot assume responsibility for the safety of property of the Exhibitor, its officers, agents or employees from theft, damage by fire, accident, other causes, but will use all reasonable care to protect them against such loss. In all cases, occupants wishing to insure their property must do so at their own expense. It is especially recommended that all occupants have representatives in attendance at all times when the exhibits are open and especially when exhibits are being set up or dismantled, to protect them against loss.

Sublease Or Shared Space. The Exhibit Occupant will not assign or sublet assigned space or any part thereof without prior written consent of the Show Management, and agrees that no sign, placard or names shall be placed in or about the space herein leased or upon the printed list of Occupants or Directory of the Expo, except such as identify the Occupant or his product or products, that no products or services other than his own will be displayed in said space without the prior written consent of the Show Management, and that all displays, shall be subject to the approval of the Show Management.

Exhibits With Animals. Any exhibitor displaying animals must have all licenses and permits required by City, State or Federal government bodies with jurisdiction over the display, care and handling of such animals. The Expo reserves the right to approve any animal or the display of any animal at the Expo. Any animal that the Expo or its agents deem unhealthy, uncared for, too dangerous or in any other way not satisfactory for display at the Expo, must be immediately removed from the Expo by the Exhibitor upon notification. No animals may be sold, adopted or in any way change ownership during the Expo. Applications for adoption or purchase may be processed after the Expo. Exhibitors are responsible for the removal of pet waste, food and other related materials to the approved waste receptacles supplied by Expo.

Force Majeure. Show Management shall not be held responsible for any loss, damage, or delay due to strikes, lockouts, Acts of God, governmental restriction, enemy action, civil commotion, unavoidable casualty or other causes similar or dissimilar, beyond the control of the Show Management.

Eligibility. Show Management reserves the right to accept or decline, in its sole discretion, the Exhibit Space Agreement and to determine the eligibility of any Exhibitor for inclusion in the Expo. Exhibit Space Agreements will be accepted or declined based on availability of exhibit space and the proposed products and/or services of the Exhibitor. Further, Show Management reserves the right to remove any exhibit from the Exposition that does not comply with these Rules and Regulations and the Exhibit Space Agreement. In such cases, Show Management will be responsible to the Exhibitor only to the extent of a refund of the prorated exhibit space rental. Show Management is not responsible for any fees or expenses incurred on the above-mentioned rentals. Acceptance of the Exhibit Space Agreement does not carry Show Management's endorsement of the products or services of that Exhibitor.

Exhibit Space Construction and Display Regulations.

General Requirements. Exhibit displays must be designed and constructed to avoid obstruction of the sightline from the aisle of neighboring Exhibitors, cause aisle blocks, or distract from the overall appearance of the Exposition. Show Management reserves the right to evaluate and modify the design, construction and appearance of any exhibit display at the Exhibitor's expense.

All exhibits must be confined to the spatial limits of respective exhibit space(s) as indicated on the floor plan. To assure proper flow of traffic through the Exposition, product demonstration areas cannot be placed on the aisle line but must be within the leased exhibit space. Space must be allowed within the exhibit to absorb people viewing demonstrations, products/services or animals.

Property Damage. No signs, parts of exhibits, supplemental lighting, or other exhibit material may be taped, posted, tacked, nailed, screwed or otherwise attached to columns, walls, floors, or any interior or exterior surface of the exhibition facility or furniture. Adhesive-backed promotional items are prohibited. Exhibitors must keep and leave exhibit spaces in a clean condition with all trash, animal waste and debris properly removed. Show Management reserves the right to charge a cleaning fee if required. Exhibitors are liable for any damage to floors, walls, columns, or other parts of the exhibition facility. All animal waste must be removed daily.

Fire and Safety. All materials used in the exhibit area must be flameproof and fire-resistant to comply with the local fire ordinances and the fire regulations of the exhibition facility. Combustible decorations of any kind will not be permitted. All packing containers and wrapping paper are to be removed from the exhibit floor and cannot be stored under tables or behind displays. Volatile and flammable oils and gases, explosives and flammable matter or any substance prohibited by local ordinance or insurance authorities will not be permitted in the buildings. Exhibitors must also comply with all safety health

and hazardous materials ordinances regarding installation and operation of products or equipment. All display material and equipment are subject to inspection by the Fire Marshall. All aisles must be kept clear at all times, and fire stations and fire extinguisher equipment must not be covered or obstructed.

Americans With Disabilities Act (ADA). Each Exhibitor shall be responsible for compliance with the Americans with Disabilities Act (ADA) within its assigned exhibit space.

Exhibit Hall Conduct.

General Conduct. Exhibitor may not disclose any confidential Show Management information obtained by virtue of exhibiting.

All Exhibits will be located in the contracted portion of the exhibition facility. Exhibitor will use the assigned exhibit space solely for the purpose of exhibit displays. Exhibitor will not permit the space to be used for any unlawful purpose or in any manner that may injure persons or property in or near the assigned exhibit space.

Exhibit space must be fully operational and staffed during published Expo hours. Show Management reserves the right to exclude an exhibitor from participating in future Expos if the exhibit booth is not staffed accordingly.

Show Management reserves the right to restrict or expel exhibits which, because of noise, method of operation or any other reason, become objectionable, or otherwise detract from, or is out of keeping with the character of the Expo.

The materials and conduct of all Exhibitors are subject to the approval of Show Management, which reserves the right to require modification of any exhibit, which is deemed inappropriate for the Expo. All Exhibitor representatives should conduct themselves professionally. Exhibitors must treat all attendees and fellow exhibitors equally and with dignity.

The use of public address systems, entertainers, presentations or devices not in conformance with the objectives of the Expo are not permitted. Noise levels from demonstrations or sound systems must be kept to a minimum (no more than 80 decibels) and not interfere with other exhibitors. Show Management reserves the right to request the volume of audiovisual equipment be adjusted, withdraw any previously approved use of audio-visual equipment and to resolve any conflict that may arise involving interference between Exhibitors' presentations.

Promotional/Selling Guidelines. The aisles and other spaces in the Expo not leased to Exhibitors shall be under the direct control of Show Management. All displays, interviews, conferences, distribution of literature, lectures, and the conduct of business of any nature by an Exhibitor, shall only occur inside the contracted exhibit space or in other Show Management approved locations. Exhibitor may sell no items without collection of applicable sales taxes and Exhibitor must be registered as required by local authorities.

Exhibitors shall offer to all purchasers a written receipt which includes the vendor name, address, telephone, date of sale, amount paid, item sold and return policy, and merchandise should be tagged as sold or placed in a shopping bag. Return policies must be posted at the booth for customer review prior to purchase of any merchandise. If purchasers need to return to the Expo to pick-up or exchange merchandise, prior arrangements must be made with Show Management to allow them to re-enter the exhibit hall.

Animal Sales/Adoptions. Shelters, rescues and humane societies may not sell any dogs, cats and/or other pets at the Expo. However applications for adoption are encouraged.

Smoking and Alcohol. No smoking or alcoholic beverages are permitted on the exhibit floor during move in, exhibit hours and/or move out.

Photography/Video/Film. Exhibitor is prohibited from taking photographs, video or film of other exhibits or the exhibit hall in general without express approval of Show Management.

Exhibitor Badges. All Exhibitors must wear an Exhibitor's Badge during installation, show hours, or dismantle of the Expo. In the interest of safety and injury prevention, children under 16 will not be permitted on the exhibit floor during installation and dismantling of exhibits. Children under the age of 16 cannot enter the exhibit hall with an Exhibitor Badge.

Prior arrangement will need to be made with Show Management to accommodate volunteers under the age of 16. All personnel representing the Exhibitor or its authorized agents must be properly identified with an official Pets & More USA Expo Exhibitor badge at all times. Show Management reserves the right to refuse entrance into the exhibit hall without an official Pets & More USA Expo Exhibitor badge.

Installation and Dismantle.

General Requirements. Materials for an exhibit display may not be delivered to the exhibition facility before the official move-in day.

All exhibit displays must be completely installed at least one (1) hour before show opening. Depending on the exhibition facility, exhibitors may be prohibited from driving vehicles inside the exhibition facility. Exhibitors will not be permitted into the Exhibit Hall for any reason prior to the published move in times.

The delivery or removal of any exhibit or portion thereof during the exhibit hours is prohibited. **No displays may be dismantled prior to the official closing to the Expo.** Such activity will be considered a violation of these Rules and Regulations and Show Management reserves the right to exclude an Exhibitor from participating in future Expos. All materials, including trash, must be removed from the exhibition facility by the end of move-out period.

Unions. When union contracts exist, Exhibitor must acknowledge union jurisdictions and conform to those contracts and use of the union personnel involved.

Compliance and Enforcement. Show Management shall have full discretion in the interpretation and enforcement of Rules and Regulations governing Exhibitors. All matters and questions not covered by the Exhibit Space Agreement and these Rules and Regulations shall be the final judgment and decision of Show Management.

Third parties acting on behalf of or representing the Exhibitor must adhere to and abide by the Exhibit Space Agreement and Rules and Regulations. It is the Exhibitor's responsibility to inform third parties of the Rules and Regulations, guidelines, deadline dates, and to forward all items for which such third party may be responsible.

These Rules and Regulations may be amended at any time by Show Management upon written notice by Show Management to Exhibitors as may affect them.

Rules & Regulations

Exhibit Construction, Decoration, Signs, Etc. – Exhibitors are solely responsible for the safety of their exhibits. The Exhibitor and its display company remain solely liable for the safety of their exhibit. Exhibitors must comply with all regulations published by Show Management, laws, regulations, and ordinances in force in the exhibit facility, city of Norcross, the state of Georgia, and the United States.

Special Electrical, Cleaning, Catering Services, Etc. - For insurance, safety and security purposes, electrical, cleaning, catering, sign hanging, drapage, and other special services needed by individual Exhibitors are provided only when the Exhibitor orders and agrees to pay for them from the exclusive suppliers authorized to provide such services listed in the Exhibitor Manual.

Floor Plans - Show Management publishes floor plans that are provided by the exhibit facility and are believed to be correct.

Americans with Disabilities Act - Exhibitors must be in full compliance with the Americans with Disabilities Act.

Amendments - Show Management shall have full power to make or amend these rules.

SHOW MANAGEMENT RESERVES THE RIGHT TO RELOCATE ANY BOOTH(S) FOR ANY REASON DEEMED NECESSARY.

Height Restrictions

Standard Booth – Maximum height is 14 feet. This 14 foot height may be maintained on the side wall of your booth up to a distance of 5 feet forward from the back wall of your booth. The remaining length of the side wall may not exceed 5 feet in height.

Peninsula Booth backed by a row of standard booths – For a peninsula booth backed by a row of standard booths, the back wall can be 12-14 feet in the center of the back wall and must be no higher than 4 feet for 2 feet on either side of center.

Peninsula booth sharing common back wall with another peninsula - Where two peninsula booths share a common back wall with no standard booths in between, the maximum height may be 14 feet in all areas of the booth, including back wall.

Island Booths – The maximum height for all island booths may be 14 feet in all areas of your booth. There are no limitations on the number of solid walls for your island booth although we do ask that you be courteous to your neighbors.

Perimeter Booths - A perimeter booth, (a linear booth found on the edges of the show), may exceed the 12 -14 foot height restriction at the back wall only with the permission of Show Management and is limited to not more than 16 feet. Requests to exceed the 12-14 foot height restriction must be received in writing by Show Management at least four weeks prior to the opening of the Show.

Due to fire marshal regulations, when specialty booths are built, we suggest you submit a proposal to Show Management for fire marshal approval BEFORE the booth is built.

Hanging Signs – Hanging signs must be a minimum of 16 feet from the floor. This is measured as the minimum distance between the bottom edge of the sign and the show floor.

Show Colors - Pipe & drape must be show colors unless permission is granted by Show Management.

Third Party Contractors – Must provide a certificate of insurance to Pets & More USA Expo, Attn: Show Manager, 2724 2nd Ave., Des Moines, IA 50313 • Fax: 515-282-4483 and the official show contractor.

Only EXHIBITORS & SHOW MANAGEMENT STAFF will have access to the show floor during setup hours. Booth staff must display badges at all times during set-up. All booths shall be fully staffed during show hours.

Exhibit Hours - Show Hours

Friday, May 1	10 a.m. - 6 p.m.
Saturday, May 2	10 a.m. - 7 p.m.
Sunday, May 3	11 a.m. - 4 p.m.

Exhibit Move-In Hours

Thursday, April 30	1 p.m. - 8:30 p.m.
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Exhibit Tear Down

Sunday, May 3	4 p.m. - 8 p.m.
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All schedules subject to change

No displays may be dismantled prior to the official closing to the Expo.

NOTICE: Exhibitors MUST check in at the show registration desk before 4 p.m. on April 30, 2009 if they plan to set up after 5 p.m. You may not be allowed into the building if you fail to check in prior to 5 p.m. Later setup must be pre-arranged with Show Management.

Helium Balloons. Helium balloons and helium gas are not permitted as part of any exhibit or for giveaways.

Freight Shipments

The convention center cannot accept advance shipments for exhibitors. All freight should be directed to the official show service contractor. Late freight accepted could be charged an additional fee.

Freight Handling

You may elect to deliver your own product to your booth. You will **not be** allowed to drive your vehicle onto the showroom floor. You may use your own un-motorized carts to unload and deliver your own freight.

Labor can be arranged with the decorator at their published rates. A kit will be available approximately 60 days prior to show.

Admission Policy - Exhibitor Personnel

Admittance badges may be requested only for employee personnel who are to staff your exhibit booth. All persons attending the show must be registered. Should any exhibitor fraudulently register, as being a representative of his or her firm, any individual or individuals who are not actually connected with their firm, management reserves the right to cancel the privileges extended without liability or obligation to the exhibitor.

Exhibit Labor/Union Labor

THIS IS NOT A UNION FACILITY. You may erect and dismantle your own exhibit booth.

Food/Beverage

In most instances, the exhibition facility has exclusive rights to food and beverage sales and/or giveaways for human consumption and, if applicable, any such items must be purchased through the facility's caterer. Exhibitors must receive prior approval from Show Management if any food or beverage will be sold or sampled.

There is absolutely NO SMOKING permitted on the show floor.