

Show Dates: August 17-19, 2010 • Agreement Deadline Date: **April 23, 2010**

Please include the following with your completed Agreement:

1. The Show Directory/Website Information section
2. The Merchandise Information Form
3. Your company's product line sheet along with a catalog, press kit, brochure and/or photos
4. Make payment online at www.advanstar.com/payonline or make check payable to the appropriate show: MAGIC/Advanstar, WWDMAGIC/Advanstar, or MAGICkids/Advanstar. (International exhibitors see wire transfer instructions).

SELECT A SHOW AND CATEGORY BELOW:

Requests for booth space will be allotted as available. MAGIC will attempt to honor Exhibiting Company's preferences described in this Agreement, but all decisions regarding exhibitor space, location, neighbors, and configuration are in the sole discretion of MAGIC. Each Exhibiting Company must qualify for a category. Please indicate the show and category in which you are interested.

- | | | |
|--|---|---|
| <input type="checkbox"/> MAGIC | <input type="checkbox"/> WWDMAGIC | <input type="checkbox"/> MAGICkids |
| <input type="checkbox"/> Men's <input type="checkbox"/> S.L.A.T.E.
<input type="checkbox"/> Premium <input type="checkbox"/> Street | <input type="checkbox"/> Accessories <input type="checkbox"/> ISAM/Swim
<input type="checkbox"/> Contemporary <input type="checkbox"/> Junior
<input type="checkbox"/> ECOLLECTION <input type="checkbox"/> Premium
<input type="checkbox"/> Plus <input type="checkbox"/> Eveningwear | <input type="checkbox"/> Services
<input type="checkbox"/> Women's Sportswear & Dresses
<input type="checkbox"/> Young Contemporary
<input type="checkbox"/> White (Juried Area) |

MAILING ADDRESS INFORMATION:

Please type or print clearly. Do not use Post Office Box Number.

Exhibiting Company Name _____
 Address 1 _____
 Address 2 _____
 City _____
 State _____ Zip _____
 Province _____ Country _____
 Phone _____
 Fax _____
 Company Website _____

KEY PERSONNEL:

SHOW CONTACT / TRADE SHOW COORDINATOR

Name _____
 Title (CEO / Pres. / V.P., etc) _____
 Phone _____
 E-mail _____

MANAGEMENT CONTACT / DECISION MAKER

Name _____
 Title (CEO / Pres. / V.P., etc) _____
 Phone _____
 E-mail _____

PR/MARKETING CONTACT

Name _____
 Title (CEO / Pres. / V.P., etc) _____
 Phone _____
 E-mail _____

PRODUCT DEVELOPMENT / SOURCING CONTACT

Name _____
 Title (CEO / Pres. / V.P., etc) _____
 Phone _____
 E-mail _____

Please sign and date this Agreement (including items noted above) and send to MAGIC to secure your space or package. **Booth deposit MUST accompany Agreement. The remaining 50% must be received no less than 60 days prior to the event.**

EXHIBITING COMPANY

SIGNATURE X _____ Date _____
 (Authorized by Exhibiting Company)

By signing this Agreement the Exhibiting Company agrees to the MAGIC Show Agreement Terms and Conditions found on the reverse side of this Agreement. Any change in the Exhibiting Company's mailing address, show directory information, brand names or product listings must be requested in writing. YES, by signing above the Exhibiting Company hereby affirmatively consents and agrees to receive (i) facsimile advertisements sent by or on behalf of MAGIC/Advanstar Communications to the facsimile number provided above; (ii) telephone solicitations initiated by or on behalf of MAGIC/Advanstar Communications and directed to the telephone number provided above; and (iii) commercial electronic mail messages sent by or on behalf of MAGIC/Advanstar Communications, its affiliates, lines of business and divisions.

Mail to: **MAGIC/Advanstar Communications**
 Attn: Cash Control Dept.
 P.O. Box 6150
 Duluth, Minnesota 55806-6150

WWDMAGIC/Advanstar Communications
 Attn: Cash Control Dept.
 P.O. Box 6150
 Duluth, Minnesota 55806-6150

MAGIC Kids/Advanstar Communications
 Attn: Cash Control Dept.
 P.O. Box 6150
 Duluth, Minnesota 55806-6150

All inquiries please call (818) 593-5000.

COMPANY INFORMATION:

Annual Sales Volume for 2008:
 \$0 - \$499,000 \$500,000 - \$999,999 \$1 million - \$9.9 million
 \$10 million - \$50 million \$50 million and above

Years in Business: Less than 2 years 2 - 5 years Over 5 years

Does Your Company Export? Yes No

FOOTWEAR INFORMATION (complete this section **only** if your company will be showing footwear lines in your booth at the show):

Are you coming to MAGIC to primarily sell:
 Footwear Apparel Both

BUSINESS CERTIFICATIONS/MEMBERSHIPS:

Are you certified by the National Minority Supplier Development Council (NMSDC)?
 Yes No

Are you certified by the Women's Business Enterprise National Council (WBENC)?
 Yes No

Are you a member of the United States Hispanic Chamber of Commerce (USHCC)?
 Yes No

COMMENTS: (i.e. preferred location, neighbors, configuration)

Exhibitor acknowledges and agrees that it will be solely responsible for (a) all exhibition booth costs and expenses not described above, including, without limitation, all costs and expenses for drayage, additional furniture, additional electrical, cleaning and booth decorations not included in the Booth Package and (b) any other exhibition booth packages or services selected by Exhibitor.

Checks returned for insufficient funds will be charged a \$100.00 processing fee. The prices set forth above reflect a 3% discount from MAGIC's standard prices for the applicable services and apply only to payments made via MAGIC's preferred forms of payment: cash, checks and bank wire transfers. Payments for services made using credit cards are based upon MAGIC's standard prices (determined by dividing the prices set forth above by .97) and are not entitled to the cash, check and bank wire transfer discount extended to customers using MAGIC's preferred forms of payment. Please contact your sales representative to make arrangements for credit card payments based upon MAGIC's standard prices. No surcharge is imposed by MAGIC for payments made using credit cards.

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50% DEPOSIT DUE WITH CONTRACT.

Your customer service representative will be in touch after receiving the contract for exact placement of each fixture, and to answer any questions.

BOOTH OPTIONS

These packages are available for MAGIC, WWDMAGIC and MAGICkids only. See flyer for details on Package(s).

EXHIBIT SPACE ONLY*

Hardwalls and display fixtures are not included in this option but are required for participation. Exhibit space is for floor space only.

PACKAGE	COST	QUANTITY
<input type="checkbox"/> 10' x 10'	\$3,995	_____

*Hardwalls required and will be supplied by the exhibitor

STUDIO OPTION*

Each 10' x 10' Studio Option includes: custom exhibit space, shelving/hang bars, one (1) table, three (3) chairs, two (2) arm lights, one (1) booth sign, one (1) wastebasket, 500 watts electrical, and all set-up fees. Drayage is included for PRODUCT ONLY up to 300 lbs.

PACKAGE	COST	QUANTITY
<input type="checkbox"/> 10' x 10'	\$5,500	_____

OPTIONS:

Please select from below for a total of **6 fixtures per 10' x 10'**:

- ___ Shelving (14" deep x 39" long)
- ___ Hang Bar (39" long)

* Actual working space per 10' x 10' is 9' 3" deep x 9' 9" wide
Weight limit per bar / shelf is 40lbs
Accessories self adjustable

SHOWROOM OPTION*

Each 10' x 10' Showroom package includes: custom exhibit space, one (1) booth sign, one (1) table, three (3) chairs, two (2) etagères units, exhibitor name customized on front panel, one (1) wastebasket, 500 watts electrical, and complete setup and dismantle labor. Drayage is included for PRODUCT ONLY up to 300 lbs.

PACKAGE	COST	QUANTITY
<input type="checkbox"/> 10' x 10'	\$5,995	_____

Each 10' x 10' comes with (2) etagère units. Please choose your layout preference for each unit.

- | | |
|---|---|
| 1st Etagères Unit (Select only one) | 2nd Etagères Unit (Select only one) |
| <input type="checkbox"/> 3 shelves | <input type="checkbox"/> 3 shelves |
| <input type="checkbox"/> 2 shelves + 1 hang bar | <input type="checkbox"/> 2 shelves + 1 hang bar |
| <input type="checkbox"/> 1 hang bar only | <input type="checkbox"/> 1 hang bar only |
| <input type="checkbox"/> 2 hang bars only | <input type="checkbox"/> 2 hang bars only |

*Etagère units are not adjustable

* Actual working space per 10' x 10' is 9' 3" deep x 9' 9" wide

DESIGNER SERIES (Requires two show agreement)

Each 10' x 10' Designer Series booth package includes: one (1) table, three (3) chairs, three (3) etagère, one (1) 4' x 10' custom graphic header, one (1) ladder panel, one (1) wastebasket, one (1) track light with four (4) heads, and all set-up fees. Drayage is included for PRODUCT ONLY up to 300 lbs.

PACKAGE	COST	QUANTITY
<input type="checkbox"/> 10' x 10'	\$8,500	_____

These packages are available for WWDMAGIC only. See flyer for details on Package(s).

ISAM/SWIM*

PACKAGE	COST	QUANTITY
<input type="checkbox"/> 10' x 10' Raw Space	\$3,995	_____

Each 10' x 10' ISAM/SWIM Studio Package includes: exhibit space shelving/hang bars, two (2) black arm lights, one (1) booth sign, one (1) table, three (3) chairs, one (1) wastebasket, carpeting, 500 watts electrical and all set-up fees. Drayage included for PRODUCT ONLY up to 300 lbs.

PACKAGE	COST	QUANTITY
<input type="checkbox"/> 10' x 10' Studio	\$5,500	_____

OPTIONS:

Please select from below for a total of **6 fixtures per 10' x 10'**:

- ___ Shelving (14" deep x 39" long)
- ___ Hang Bar (39" long)

WHITE PAVILION*

Each 10' x 10' White Pavilion Package includes: custom exhibit space, one (1) table, three (3) chairs, shelving/hang bars, one (1) booth sign, one (1) wastebasket, one (1) track light with (4) heads, carpet, 500 watts electrical and all set-up fees. Drayage included for PRODUCT ONLY up to 300 lbs.

PACKAGE	COST	QUANTITY
<input type="checkbox"/> 10' x 10'	\$6,200	_____ N/A mannequin
<input type="checkbox"/> 10' x 20'	\$11,100	_____ 1 mannequin
<input type="checkbox"/> 10' x 30'	\$16,200	_____ 1 mannequin
<input type="checkbox"/> 10' x 40'	\$21,100	_____ 2 mannequin

OPTIONS:

Please select from below for a total of **6 fixtures per 10' x 10'**:

- ___ Shelving (14" deep x 39" long)
- ___ Hang Bar (39" long)

* Actual working space per 10' x 10' is 9' 3" deep x 9' 9" wide
Weight limit per bar / shelf is 40lbs
Accessories self adjustable

ACCESSORIES WHITE PAVILION*

Each 10' x 10' Accessories White Pavilion Package includes: custom exhibit space, one (1) table, three (3) chairs, freestanding shelving unit, one (1) booth sign, one (1) wastebasket, one (1) track light with 4 heads, carpet, 500 watts electrical and all set-up fees. Drayage included for PRODUCT ONLY up to 300 lbs.

PACKAGE	COST	QUANTITY
<input type="checkbox"/> 10' x 10'	\$6,200	_____

* Actual working space per 10' x 10' is 9' 3" deep x 9' 9" wide

This package is available for S.L.A.T.E. only. See flyer for details on Package(s).

Each 10' x 10' S.L.A.T.E. Studio Package includes: hanging rods/shelving, one (1) table, three (3) chairs, one (1) booth sign, one (1) wastebasket, one (1) area rug, 500 watts electrical and all set-up fees. Drayage is included for PRODUCT ONLY up to 300 lbs.

Each 20' x 20' S.L.A.T.E. Showroom option includes: two custom graphic panels, four (4) tables, twelve (12) chairs, two (2) booth signs, four (4) wastebaskets, four (4) area rugs, 2,000 watts electrical and all set-up fees. Drayage is included for PRODUCT ONLY up to 1200 lbs.

PACKAGE	COST	QUANTITY
<input type="checkbox"/> 10' x 10'	\$5,500	_____
<input type="checkbox"/> 20' x 20' Showroom	\$20,000	_____

OPTIONS:

Please select from below for a total of **6 fixtures per 10' x 10'**:

- ___ Shelving (14" deep x 38 11/16" long)
- ___ Hang Bar (39" long)

* Actual working space per 10' x 10' is 9' 3" deep x 9' 9" wide
Actual working space per 20' x 20' is 19' 3" deep x 19' 9" wide
Weight limit per bar / shelf is 40lbs
Accessories self adjustable

ECOLLECTION

Each ECOLLECTION The Commons Package includes: custom exhibit space, one (1) garment rack OR one (1) shelving unit, two (2) chairs and a writing station, one (1) table top sign. Drayage and set-up fees are NOT included.

SELECT ONLY ONE: ___ Garment Rack -OR- ___ Shelving Unit

PACKAGE	COST	QUANTITY
<input type="checkbox"/> The Commons (5' x 10')	\$2,600	_____

* Actual working space is 4' 3" deep x 9' 9" wide

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SHOW DIRECTORY / WEBSITE INFORMATION: Please complete the following information **EXACTLY** as you would like it to appear in our show directory and on our website. The information provided is made available to retail buyers interested in purchasing your product.

Exhibiting Company Name _____
 Street Address 1 _____
 Street Address 2 _____
 City _____ State _____
 Zip _____ Province _____
 Country _____

Sales Contact Name _____
 Sales Contact Job Title _____
 Sales Contact Phone _____
 Sales Contact E-mail _____
 Company Website _____
 Primary Country of Origin: _____

The information below should only reflect product that you intend to have for sale in your booth at the show.

EXHIBITING COMPANY PRODUCT INFORMATION

If you sell product under your COMPANY NAME, please indicate the product lines you will have for sale in your booth below.

Indicate if product line is Men's (M), Women's (W) or Children's (K).

Brand Name _____

Products offered: (please fill-in m (men's), w (women's), or k (kids) next to chosen product)

Bath & Body	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Handbags/Backpacks	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Private Label	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Bedding & Accessories	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Hardgoods	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Resort/Spa	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Belts/Suspenders	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Hats/Headwear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Scarves	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Big/Tall (men's)	<input type="checkbox"/> m	Hosiery/Socks	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Shorts	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Blanks	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Infant	<input type="checkbox"/> k	Skirts	<input type="checkbox"/> w <input type="checkbox"/> k
Boardsports (surf/skate)	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Intimate Apparel/Underwear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Sleepwear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Boys' 4-7	<input type="checkbox"/> k	Jewelry	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Sports Performance/Active	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Boys' 8-20	<input type="checkbox"/> k	Junior Apparel	<input type="checkbox"/> w	Sportswear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Casual Shirts	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Juvenile Products/Furniture	<input type="checkbox"/> k	Sweaters	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Christening	<input type="checkbox"/> k	Knits	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Swimwear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Communion	<input type="checkbox"/> k	Layette	<input type="checkbox"/> k	Tailored Clothing/Suits	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Cosmetics/Fragrances	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Leather Apparel	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Toddler	<input type="checkbox"/> k
Costumes/Dancewear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Small Leather Goods	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Tops	<input type="checkbox"/> w <input type="checkbox"/> k
Cufflinks/Tiebars	<input type="checkbox"/> m <input type="checkbox"/> k	Licensed Apparel/Products	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Toys/Plush	<input type="checkbox"/> k
Denim/Jeans	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Loungewear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	T-Shirts (printed)	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Dress Shirts	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Maternity	<input type="checkbox"/> w	Tween	<input type="checkbox"/> k
Dresses	<input type="checkbox"/> w <input type="checkbox"/> k	Neckwear	<input type="checkbox"/> m <input type="checkbox"/> k	Uniforms	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Eco/Green	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Newborn	<input type="checkbox"/> k	Watches	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Eyewear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Novelty Jackets	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Westernwear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Footwear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Off Price	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Workwear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Formalwear/Special Occasion	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Outerwear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Yogaware	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Gifts/Home Accessories	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Pants/Slacks	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Services	
Girls' 4-6x	<input type="checkbox"/> k	Petites (women's)	<input type="checkbox"/> w	Business Technology	<input type="checkbox"/>
Girls' 7-16	<input type="checkbox"/> k	Plus Sizes	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Displays & Fixtures	<input type="checkbox"/>
Gloves	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Preemie	<input type="checkbox"/> k	Finance	<input type="checkbox"/>
Golf Apparel	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k			Information & Design	<input type="checkbox"/>
Hair Accessories	<input type="checkbox"/> w <input type="checkbox"/> k			Packaging	<input type="checkbox"/>

BRAND NAME PRODUCT INFORMATION

If you sell product under BRAND NAMES, please indicate the product lines you will have for sale in your booth below.

Indicate if product line is Men's (M), Women's (W) or Children's (K). If you have more than 3 brands please photocopy this page and submit with completed agreement.

Brand Name _____

Products offered: (please fill-in m (men's), w (women's), or k (kids) next to chosen product)

Bath & Body	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Handbags/Backpacks	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Private Label	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Bedding & Accessories	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Hardgoods	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Resort/Spa	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Belts/Suspenders	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Hats/Headwear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Scarves	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Big/Tall (men's)	<input type="checkbox"/> m	Hosiery/Socks	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Shorts	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Blanks	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Infant	<input type="checkbox"/> k	Skirts	<input type="checkbox"/> w <input type="checkbox"/> k
Boardsports (surf/skate)	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Intimate Apparel/Underwear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Sleepwear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Boys' 4-7	<input type="checkbox"/> k	Jewelry	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Sports Performance/Active	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Boys' 8-20	<input type="checkbox"/> k	Junior Apparel	<input type="checkbox"/> w	Sportswear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Casual Shirts	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Juvenile Products/Furniture	<input type="checkbox"/> k	Sweaters	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Christening	<input type="checkbox"/> k	Knits	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Swimwear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Communion	<input type="checkbox"/> k	Layette	<input type="checkbox"/> k	Tailored Clothing/Suits	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Cosmetics/Fragrances	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Leather Apparel	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Toddler	<input type="checkbox"/> k
Costumes/Dancewear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Small Leather Goods	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Tops	<input type="checkbox"/> w <input type="checkbox"/> k
Cufflinks/Tiebars	<input type="checkbox"/> m <input type="checkbox"/> k	Licensed Apparel/Products	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Toys/Plush	<input type="checkbox"/> k
Denim/Jeans	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Loungewear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	T-Shirts (printed)	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Dress Shirts	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Maternity	<input type="checkbox"/> w	Tween	<input type="checkbox"/> k
Dresses	<input type="checkbox"/> w <input type="checkbox"/> k	Neckwear	<input type="checkbox"/> m <input type="checkbox"/> k	Uniforms	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Eco/Green	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Newborn	<input type="checkbox"/> k	Watches	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Eyewear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Novelty Jackets	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Westernwear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Footwear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Off Price	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Workwear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Formalwear/Special Occasion	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Outerwear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Yogaware	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Gifts/Home Accessories	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Pants/Slacks	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Services	
Girls' 4-6x	<input type="checkbox"/> k	Petites (women's)	<input type="checkbox"/> w	Business Technology	<input type="checkbox"/>
Girls' 7-16	<input type="checkbox"/> k	Plus Sizes	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Displays & Fixtures	<input type="checkbox"/>
Gloves	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Preemie	<input type="checkbox"/> k	Finance	<input type="checkbox"/>
Golf Apparel	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k			Information & Design	<input type="checkbox"/>
Hair Accessories	<input type="checkbox"/> w <input type="checkbox"/> k			Packaging	<input type="checkbox"/>

Brand Name _____

Products offered: (please fill-in m (men's), w (women's), or k (kids) next to chosen product)

Bath & Body	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Handbags/Backpacks	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Private Label	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Bedding & Accessories	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Hardgoods	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Resort/Spa	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Belts/Suspenders	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Hats/Headwear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Scarves	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Big/Tall (men's)	<input type="checkbox"/> m	Hosiery/Socks	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Shorts	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Blanks	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Infant	<input type="checkbox"/> k	Skirts	<input type="checkbox"/> w <input type="checkbox"/> k
Boardsports (surf/skate)	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Intimate Apparel/Underwear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Sleepwear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Boys' 4-7	<input type="checkbox"/> k	Jewelry	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Sports Performance/Active	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Boys' 8-20	<input type="checkbox"/> k	Junior Apparel	<input type="checkbox"/> w	Sportswear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Casual Shirts	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Juvenile Products/Furniture	<input type="checkbox"/> k	Sweaters	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Christening	<input type="checkbox"/> k	Knits	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Swimwear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Communion	<input type="checkbox"/> k	Layette	<input type="checkbox"/> k	Tailored Clothing/Suits	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Cosmetics/Fragrances	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Leather Apparel	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Toddler	<input type="checkbox"/> k
Costumes/Dancewear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Small Leather Goods	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Tops	<input type="checkbox"/> w <input type="checkbox"/> k
Cufflinks/Tiebars	<input type="checkbox"/> m <input type="checkbox"/> k	Licensed Apparel/Products	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Toys/Plush	<input type="checkbox"/> k
Denim/Jeans	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Loungewear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	T-Shirts (printed)	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Dress Shirts	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Maternity	<input type="checkbox"/> w	Tween	<input type="checkbox"/> k
Dresses	<input type="checkbox"/> w <input type="checkbox"/> k	Neckwear	<input type="checkbox"/> m <input type="checkbox"/> k	Uniforms	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Eco/Green	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Newborn	<input type="checkbox"/> k	Watches	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Eyewear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Novelty Jackets	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Westernwear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Footwear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Off Price	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Workwear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Formalwear/Special Occasion	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Outerwear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Yogaware	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Gifts/Home Accessories	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Pants/Slacks	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Services	
Girls' 4-6x	<input type="checkbox"/> k	Petites (women's)	<input type="checkbox"/> w	Business Technology	<input type="checkbox"/>
Girls' 7-16	<input type="checkbox"/> k	Plus Sizes	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Displays & Fixtures	<input type="checkbox"/>
Gloves	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Preemie	<input type="checkbox"/> k	Finance	<input type="checkbox"/>
Golf Apparel	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k			Information & Design	<input type="checkbox"/>
Hair Accessories	<input type="checkbox"/> w <input type="checkbox"/> k			Packaging	<input type="checkbox"/>

Brand Name _____

Products offered: (please fill-in m (men's), w (women's), or k (kids) next to chosen product)

Bath & Body	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Handbags/Backpacks	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Private Label	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Bedding & Accessories	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Hardgoods	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Resort/Spa	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Belts/Suspenders	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Hats/Headwear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Scarves	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Big/Tall (men's)	<input type="checkbox"/> m	Hosiery/Socks	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Shorts	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Blanks	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Infant	<input type="checkbox"/> k	Skirts	<input type="checkbox"/> w <input type="checkbox"/> k
Boardsports (surf/skate)	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Intimate Apparel/Underwear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Sleepwear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Boys' 4-7	<input type="checkbox"/> k	Jewelry	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Sports Performance/Active	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Boys' 8-20	<input type="checkbox"/> k	Junior Apparel	<input type="checkbox"/> w	Sportswear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Casual Shirts	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Juvenile Products/Furniture	<input type="checkbox"/> k	Sweaters	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Christening	<input type="checkbox"/> k	Knits	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Swimwear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Communion	<input type="checkbox"/> k	Layette	<input type="checkbox"/> k	Tailored Clothing/Suits	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Cosmetics/Fragrances	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Leather Apparel	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Toddler	<input type="checkbox"/> k
Costumes/Dancewear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Small Leather Goods	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Tops	<input type="checkbox"/> w <input type="checkbox"/> k
Cufflinks/Tiebars	<input type="checkbox"/> m <input type="checkbox"/> k	Licensed Apparel/Products	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Toys/Plush	<input type="checkbox"/> k
Denim/Jeans	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Loungewear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	T-Shirts (printed)	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Dress Shirts	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Maternity	<input type="checkbox"/> w	Tween	<input type="checkbox"/> k
Dresses	<input type="checkbox"/> w <input type="checkbox"/> k	Neckwear	<input type="checkbox"/> m <input type="checkbox"/> k	Uniforms	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Eco/Green	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Newborn	<input type="checkbox"/> k	Watches	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Eyewear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Novelty Jackets	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Westernwear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Footwear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Off Price	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Workwear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Formalwear/Special Occasion	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Outerwear	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Yogaware	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k
Gifts/Home Accessories	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Pants/Slacks	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Services	
Girls' 4-6x	<input type="checkbox"/> k	Petites (women's)	<input type="checkbox"/> w	Business Technology	<input type="checkbox"/>
Girls' 7-16	<input type="checkbox"/> k	Plus Sizes	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Displays & Fixtures	<input type="checkbox"/>
Gloves	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k	Preemie	<input type="checkbox"/> k	Finance	<input type="checkbox"/>
Golf Apparel	<input type="checkbox"/> m <input type="checkbox"/> w <input type="checkbox"/> k			Information & Design	<input type="checkbox"/>
Hair Accessories	<input type="checkbox"/> w <input type="checkbox"/> k			Packaging	<input type="checkbox"/>

AGREEMENT TERMS AND CONDITIONS • Show Dates: August 17-19, 2010

1. Upon the Exhibiting Company's ("Exhibitor") execution, this Agreement becomes a binding contract between MAGIC and the Exhibitor subject to the parties' respective rights described in the terms and conditions set forth below. No Exhibitor shall be permitted to exhibit at the show unless the Exhibitor has executed this agreement, paid all applicable fees and deposits by the deadlines set forth on the front side and otherwise complied with this agreement in all respects.
2. The execution of this agreement and the timely payment of all fees and deposits does not guarantee that an Exhibitor will be permitted to exhibit at the show or be assigned to a particular exhibit hall, section within the show or exhibit hall, or the space or number of booths desired by the Exhibitor or assigned by MAGIC. MAGIC reserves the right to select those Exhibitors who will be permitted to exhibit at the show, and the exhibit hall, area and number of booths in which the Exhibitor will be allowed to exhibit, in its sole and absolute discretion.
3. MAGIC retains the absolute right to cancel, change or modify the exhibit space assignment of any Exhibitor, in its sole and absolute discretion, for any or no reason, with or without cause by mailing the Exhibitor a written "Notice of Cancellation or Change of Exhibit Space Assignment" provided such notice is postmarked at least ten (10) days before the applicable MAGIC show. Exhibitor also recognizes and understands that circumstances may arise immediately prior to or during the MAGIC show that may also make it necessary for MAGIC to change or cancel an Exhibitor's space, or make the exhibit space available to the Exhibitor for fewer days and/or fewer hours than had previously been confirmed.
4. **Use of Fees and Deposit.** Exhibitor expressly acknowledges that MAGIC reserves the right to apply any fees and deposit amounts paid pursuant to this Agreement (i) to remedy any default of Exhibitor under this Agreement including payment of required insurance under Section 12 of this Agreement; (ii) to remedy any default of Exhibitor from any previous agreement(s); (iii) for payment of any checks returned for NSF (including any bank fees related to the NSF check); and (iv) to pay any onsite violations of the Exhibitor. Exhibitor agrees to pay to MAGIC the amount offset against a Past Due Amount. Exhibitor agrees to pay to MAGIC the amount offset against a Past Due Amount within ten (10) days of the date of MAGIC's notice or, if the deadline for the applicable payment is more than ten (10) days from the date of the notice, by the applicable deadline. If the Exhibitor fails to pay the offset amount within the required period, the Exhibitor shall be considered to be in default of its payment obligations under this agreement and MAGIC shall have the right to cancel or change the Exhibitor's space assignment and exercise its other rights under this agreement.
5. Show Management reserves the right to change, increase or decrease Show hours, days or location. Notwithstanding anything to the contrary in the Show Agreement, the Exhibitor acknowledges and agrees that if Show Management elects to change, increase or decrease show hours, days or location, Exhibitor shall not be entitled to and expressly disclaims any right or claim to the return of any portion of any Show fees or deposits paid or payable by the Exhibitor to the Show Management.
6. Should the premises, or any portion thereof, be rendered unusable for any reason or due to any cause whatsoever, including but not limited to fire, the elements, acts of God, mob, riot, war or civil commotion, MAGIC shall in no way be liable for any personal or business loss or any other damage, consequential or otherwise, inconvenience or annoyance to the Exhibitor arising from any of said causes.
7. MAGIC makes no representations or warranties, express or implied, to the Exhibitor regarding the condition of the premises or the success of the Exhibitor's efforts for which the exhibit space will be used. Under no circumstances shall MAGIC be held responsible or liable for any costs, expenses, damages or any other sums whatsoever incurred by the Exhibitor or any other party as a result of the condition of the premises, the exhibit space, or the Exhibitor's efforts for which the exhibit space will be used, or the theft or destruction of the Exhibitor's products or property.
8. Exhibitor understands and acknowledges that all utilities including, but not limited to, electrical, water, heating, ventilation, and air conditioning are provided by the show facility and not by MAGIC, and as such, MAGIC assumes no responsibility for any disruption in service.
9. Exhibitor acknowledges and agrees that should (a) MAGIC issue a Notice of Cancellation or Change or (b) change or cancel an Exhibitor's space or make exhibit space available for fewer days than had previously been confirmed, MAGIC shall not be held responsible or liable for any costs, expenses, damages or any other sums whatsoever incurred by the Exhibitor or any other party as a result of any exhibit space cancellation, change or reduction in number of available days except as specifically set forth in this paragraph. The Exhibitor expressly acknowledges and agrees that MAGIC's liability to the Exhibitor in any way relating to the Agreement and/or the use, cancellation, change or reduction in the number of available days of exhibit space shall be limited to the return to the Exhibitor of all or a prorated portion of any fees or deposits previously remitted to MAGIC.
10. **Exhibit Space Rules.** MAGIC shall have the right in its sole and absolute discretion to establish rules for the show and the use of exhibit space covered by this Agreement, including but not limited to the rules within the Exhibitor Manual. All Exhibitors are required to comply with all such rules which are deemed incorporated herein by this reference and shall be available to each Exhibitor prior to the show.
11. **Any Exhibitor who seeks to withdraw from the show or to reduce the number of booths set forth on the front side of this agreement, for any reason, shall be charged an automatic processing fee of \$1,000 per 100 sq. ft.** Withdrawals and requests for space reduction must be made in writing and shall be deemed effective on the date such notice is received by MAGIC. To receive a full refund of the booth deposit or other fees paid (less processing fee); the request to withdraw from the show or for a reduction in space must be received by MAGIC at least sixty (60) days prior to the show opening. Any Exhibitor whose request is received less than sixty (60) days prior to the show opening shall forfeit their entire deposit and be obligated to pay MAGIC all amounts due for the booth space/exhibit space and hardwall booth package originally ordered on the front side of this agreement. The parties agree that all amounts required to be paid by this section have been agreed upon because it would be impracticable or extremely difficult to determine the actual damages suffered by MAGIC as a result of the Exhibitor's withdrawal or reduction in the number of booths. All refunds will be processed within ninety (90) days after the close of the show, and no interest will be paid on any amounts received by MAGIC. Any cancellation or failure of Exhibitor to actually occupy the exhibition space assigned to Exhibitor at the show may, in MAGIC's sole discretion, result in partial or complete termination of Exhibitor's rights under any sponsorship agreements, packages or opportunities associated with the show.
12. **Indemnification; Insurance.** Exhibitor agrees to protect, indemnify, save and hold harmless, MAGIC, its affiliates, its service contractors, and each facility at which its exhibit space is located as applicable and each of their respective agents and employees from any and all liability, damage or expense arising out of any injury to any person or property while in the Exhibitor's area or Exhibitor's use of any exhibition space or services. Exhibitor has full responsibility for their product, equipment and displays. Exhibitor releases MAGIC from all responsibility for theft, damage to booths or products, and/or any special, incidental, indirect or consequential damage, of any kind, for any reason. Exhibitor agrees to maintain adequate insurance to fully protect MAGIC and its affiliates, co-sponsors, service contractors and the exhibit venue from any and all claims, arising from Exhibitor's activities at the show, including, but not limited to, the installation, operation and dismantling of Exhibitor's booth. Exhibitor must maintain the following insurance coverages:
 - (a) workers' compensation coverage not less than the statutory limits; and
 - (b) commercial general liability, including products and completed operations, independent contractors personal injury and blanket contractual liability insurance limits of at least \$1,000,000 per occurrence, \$2,000,000 aggregate. These coverages must be evidenced by a Certificate of Insurance with a 30-day notice of cancellation provision to the holder. The Certificate must name Men's Apparel Guild in California, Inc. and MAGIC as additional insureds and be provided to MAGIC at least 30 days before the proposed exhibition date, or a \$200 Certificate late fee will be incurred at the Exhibitor's expense. Exhibitor understands that neither MAGIC nor the exhibit venue maintains insurance covering any of the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.
13. **Service Contractors.** MAGIC, through a bidding process, selects certain show and exhibitor service contractors who may each therefore identify themselves as an "authorized contractor" to the show. The use of "authorized contractors" at the show is highly recommended. MAGIC may receive some economic benefit when Exhibitors utilize certain services of "authorized contractors" which may help MAGIC defray the overall show and booth costs.
14. **Arbitration.** The Exhibitor and MAGIC agree that any and all disputes in any way relating to, or arising out of this Agreement or the assignment, use, denial, change, or cancellation of exhibit space, shall be submitted to the American Arbitration Association (AAA) for arbitration before a single arbitrator in accordance with the rules of AAA then in force and effect as the sole and exclusive remedy for resolving such controversies. The parties agree that the decision of the arbitrator shall be final and binding and that a judgment may be entered on such arbitration award in any court of competent jurisdiction. The parties agree that any such arbitration shall take place in Los Angeles, California. The prevailing party in any such arbitration shall be entitled to recover its costs and expenses, including reasonable attorney's fees, incurred in connection with such arbitration. **THE PARTIES ACKNOWLEDGE AND AGREE THAT BY SELECTING ARBITRATION AS THE SOLE AND EXCLUSIVE REMEDY FOR RESOLVING ALL DISPUTES AMONG THEM, THEY ARE WAIVING THEIR RIGHT TO A TRIAL BY JURY TO WHICH THEY MAY BE OTHERWISE ENTITLED.**
15. **Miscellaneous**
 - a) The terms and conditions set forth above govern the rights and responsibilities of MAGIC and the Exhibitor. The Agreement and these terms and conditions represent the sole and entire agreement among the Exhibitor and MAGIC and supersede all prior agreements, negotiations, and discussions between the parties hereto, and/or their representatives. No person at MAGIC is authorized to make any changes, amendments or modifications to these terms and conditions except in a writing specifically referring to the Agreement and these terms and conditions and signed by a duly authorized representative of MAGIC.
 - b) The Agreement and these terms and conditions shall be construed as a whole in accordance with their fair meaning and the laws of the State of California.
 - c) The provisions set forth above are severable. If any provision is held to be invalid or unenforceable, it shall not affect the validity or enforceability of any other provision.
 - d) No waiver of any term, provision or condition set forth above, in any one or more instances, shall be deemed to be or construed as a further waiver of any such term, provision or condition.
 - e) The person executing this Agreement on behalf of the Exhibitor represents and warrants that they have the authority and power to do so and bind the entity for whom they sign.
 - f) MAGIC shall use reasonable care to have all power services installed in time for the opening of the Show. Proper and reasonable care shall also be taken to prevent interruption of power services during the exhibition. MAGIC shall not be held responsible for late installation or interruption of any services that may occur.
 - g) By signing this Agreement, Exhibitor authorizes MAGIC to use its name and any photographs and/or video recordings taken at the exhibition and associated events for promotional purposes.
16. **Payment Information. The remaining 50% must be received no less than 60 days prior to the event.** The prices set forth above reflect a 3% discount from MAGIC's standard prices for the applicable services and apply only to payments made via MAGIC's preferred forms of payment: cash, checks and bank wire transfers. Payments for services made using credit cards are based upon MAGIC's standard prices (determined by dividing the prices set forth above by .97) and are not entitled to the cash, check and bank wire transfer discount extended to customers using MAGIC's preferred forms of payment. Please contact your sales representative to make arrangements for credit card payments based upon MAGIC's standard prices. No surcharge is imposed by MAGIC for payments made using credit cards.
17. **American Disabilities Act.** Exhibitor acknowledges and agrees that, in connection with the Show, it will be a public accommodation as defined under Title III of the Americans with Disabilities Act ("ADA"). As a public accommodation, Exhibitor agrees that in connection with the Show, Exhibitor will: (i) provide, at its expense, any auxiliary aids and services as may be necessary to ensure effective communication with Exhibitor by attendees of the Show; (ii) assure, at its expense, that displays posted at or on Exhibitor's booth(s) are accessible to individuals with disabilities; and (iii) not discriminate or retaliate against any individual in violation of the ADA.
18. **Badges.** Exhibitors must, at all times including but not limited to set-up and break-down, wear a MAGIC exhibitor badge to enter the exhibition hall. PLEASE NOTE: Due to security regulations, Exhibitors may be asked to present photo ID to receive badges. All Exhibitors must identify all personnel who will be working in Exhibitors booth.

After review, initial here: _____