



SOUTHERN CALIFORNIA WINE FESTIVAL —Exhibitor Contract

The undersigned applicant hereby applies for space subject to the Rules and Regulations Governing Display and Exhibits, instructions of the promoter, and its agents, as stated herein or incorporated herein by reference

Exhibit Space Contract:

Number of tables/booths requested _____

Exhibit Space Rates: \$250 per booth/table for 1 day \$ _____

Exhibit Space Rates: \$300 per booth/table for 2 days \$ _____

Total amount enclosed: \$ _____

Please make checks payable to : Southern California Wine Festival

EARLY BIRD DISCOUNT!! \$50 off for all spaces if the check is received before **August 6, 2007**

Included in this price is the following: Display table. Two (2) vendor badges. Listing on website. Listing in event directory. Ice bin at table, water pitcher, spit bucket. Exhibitor is to provide copies of tasting notes, booth signage high resolution winery logos and any images for use in promotional collateral. Note: Extra tickets are sold at face value \$35.

We agree to exhibit only the following products or services: *(Please List)*

.....

.....

.....

.....

We agree to pay for the said exhibit space based on the rated shown herein. We acknowledge that space not fully paid for may be offered to others. We fully understand that this form shall be a binding contract upon acceptance by Management. Management shall assign exhibit space in the order received and in the best interest of Southern California Wine festival as a whole. Exhibitor agrees to accept relocation if it becomes necessary or advisable in the sole judgment of Management. No exhibitor shall assign, sublet or apportion the whole or any part of the assigned space. No persons, firm, or organization not assigned exhibit space shall be permitted to exhibit or solicit any business within any area occupied by any part of the show or related events. We have read the rules and regulation on the reverse side hereof and we agree to abide by all instructions, exhibitor information and the rules and regulations, which are part of this agreement.

Company					
Select one	<input type="checkbox"/> Lifestyle <input type="checkbox"/> Distributor <input type="checkbox"/> Winery <input type="checkbox"/> Food				
Contact				Title	
Address					
City		State		Zip	
Phone				Fax	
Web Site				E-mail	
Authorized Signature:				Date	

For more information please call:

Joel (818) 429 – 6170 or Ben (818) 997 – 8300 x 111
 Also you can visit our Site: www.socalwinefestival.com

Pease Mail Forms & Checks to:

Southern California Wine Festival
 7741 Hayvenhurst Avenue
 Van Nuys, CA 91406



EXHIBITOR RULES

The undersigned applicant hereby applies for space subject to the Rules and Regulations Governing Display and Exhibits, instructions of the promoter, and its agents, as stated herein or incorporated herein by reference

1. The "SoCal Wine Fest" hereinafter referred to as "EVENT," is produced and operated by SoCal Wine Fest referred to hereinafter as "Sponsor" and "Management." Applicants agree to abide by all instructions, exhibitor information and Rules and Regulations of Sponsor and Management. Except as contained herein, there are no representations or warranties, expressed or implied. Any changes in this agreement must be in writing and signed by both parties. Sponsor and Management shall have sole discretion in the interpretation and enforcement of all Rules and Regulations as it shall consider necessary for the proper conduct and success of the Event. The failure of Sponsor and/or Management to insist upon a strict performance of the Rules and Regulations shall not be deemed a waiver of any rights Sponsor and Management may have.

2. Sponsor reserves the right to decline, prohibit or expel any exhibit which, in its sole judgment, is out of keeping with the character of the Event, including but not limited to persons, display materials, printed matter, product or conduct. Sponsor reserves the right to determine, in their sole discretion, the eligibility of all exhibit space applicants and individual products to be exhibited.

3. Sponsor reserves the right, in their sole discretion, to alter the exhibit hours or floor plan arrangements in any manner, which is in the best interest of the Event. Assignment of space shall be made by Sponsor in its sole discretion. Location of preferences will be accommodated as far out as possible. Acceptance of an applicant does not imply endorsement of exhibitors products or services, nor does rejection imply lack of merit of the same.

4. Distribution of advertising materials is prohibited. Exhibitor solicitation of any sort shall be restricted to the exhibitors allotted space. Exhibitors exhibit or product may not extended beyond the limits of the display space, nor may extend into any aisle. No Exhibitor shall so arrange his space to obscure or prejudice adjacent booth exhibitors in the sole opinion of the Sponsor. No exhibitor may assign, sublet or apportion the whole or any part of the space allotted him, nor exhibit herein any other goods than those produced or represented directly by the exhibitor.

5. Exhibitors shall be bound by and comply with, at exhibitors own cost and expense, all applicable national, state, city municipal and law codes and government regulations or other authority having jurisdiction over the exhibit facilities in which the event is being held.

6. The exhibit facility is a public building and grounds. Exhibitors are cautioned to assure the safety of their products, when they are not in attendance of their exhibit tables and exercise caution during the exhibit hours.

7. If the exhibitor fails to comply in any respect with the terms of this agreement, the Sponsor and/or Management shall have the right, without notice to the exhibitor, to sell or offer for sale the exhibit space covered in this contract, said exhibitor to be liable for any deficiency, which loss or damage to the exhibitor agrees to pay Sponsor and/or Management upon demand together with expenses and cost incurred by reason thereof.

8. Exhibitor acknowledges that actual occupation of the exhibit is the essence thereof, and that should Sponsor and Management be unable to effect the sale of the space as herein provided, Sponsor and/or Management is then expressly authorized to occupy or cause said space to be occupied in a manner as it may deem in the best interest of the Event, without any rebate of allowance whatsoever to the exhibitor and without in any way releasing the exhibitor from any liability hereunder, and said exhibitor expressly agrees to pay Sponsor and Management the full sum as herein set forth.

9. Exhibitor agrees that whenever an attorney is used to obtain payment due hereunder then and attorneys fee of 30% of the sums due shall be payable by the exhibitor as and for reasonable attorneys fees. This agreement shall be governed by the laws of the State of California.

10. In the event the Event is cancelled or postponed, or Sponsor and/or Management is unable to perform for any reason whatsoever, including performance under this agreement, the sole and exclusive remedy of exhibitor as against Sponsor and Management with respect to any damages sustained by exhibitor as a result of the non-occurrence or postponement of the event, including incremental and consequential damages, shall be a refund of all money paid on account of the exhibit space, less exhibitors pro-rata share of expenses relating to the Event, as determined by Sponsor. Sponsor reserves the right to cancel or postpone the event for any of the following reasons: Damage or destruction of the facilities; Acts of God; authority of law; For any cause beyond their control or where Sponsor, in its sole discretion, determines that the Event cannot be held as planned; or in a manner which will serve the best interests of the sponsor, the attendees and/or exhibitors; or where the success of the event will be adversely affected. This agreement shall be construed solely as a license for the use of the exhibit space to be occupied by the exhibitor, and exhibitor agrees that it has not relied on any oral or written representation not contained in this agreement. Sponsor and/or Management disclaim any implied warranties or merchantability and/or fitness with respect to the services or materials furnished to the exhibitor in connection herewith.

11. All Exhibitors are required to stay the entire length of the show. This means no breaking down booth/tables before show ends.