



EXHIBIT SPACE RENTAL APPLICATION & CONTRACT
Wednesday, July 18 – Friday, July 20, 2012
Renaissance Chicago/Schaumburg Convention Center Hotel
Schaumburg, Illinois
www.bcasummit.com

Company Name:

Company Name: _____
 Address: _____
 City/State/Zip Code: _____ Country: _____
 Phone: _____ Fax: _____

Invoice/Accounting Contact Information:

Contact: _____ Title: _____
 Phone: _____ Fax: _____ E-mail: _____

Expo Manager Contact Information *(we cannot accept non-personalized email addresses):*

Show Contact: _____ Title: _____
 Phone: _____ E-mail: _____

Booth Space:

- A. Please indicate preferred booth number/location:
 Choice: 1st _____ 2nd _____ 3rd _____ 4th _____
- B. Type of booth space *(check one)*
 In-Line Peninsula Island Perimeter
- C. Dimension: Depth _____ x Frontage _____ = Total Square Feet _____
- D. Total booth space cost *(25% deposit must be submitted with contract before exhibit space is selected).*
- Categories 1,2,3 BCA Member:** \$1445 for each 10' x 10' booth
 \$1445 x ___ (# of booths) + (# of corners ___ x \$100) = \$ _____ Total Booth Space Cost
- Category 4 BCA Member:** \$1695 first 10' x 10' booth, \$1445 each add'l. 10' x 10' booth
 \$1695 + (# of add'l. booths ___ x \$1445) + (# of corners ___ x \$100) = \$ _____ Total Booth Space Cost
- Non-BCA Member:** \$1895 first 10' x 10' booth, \$1445 each add'l. 10' x 10' booth
 \$1895 + (# of add'l. booths ___ x \$1445) + (# of corners x \$100) = \$ _____ Total Booth Space Cost

By selecting the member rates above, I agree to be an active BCA member in 2012. In the event that my 2012 BCA membership dues are not paid by Thursday, March 31, 2012, BCA is authorized to use the credit card and information included to charge the amount of the dues invoiced.

Deposits:

The deposit is 25% of the total contracted booth space.

Deposits must be paid before booth selection.

Deposits will be applied to the first payment due and are non-transferable.

Cancellations & Refunds:

All cancellations must be in writing. Cancellation fees are non-transferable.

- | | |
|-------------------|---|
| 1/1/12 – 1/15/12 | All but \$250 per booth will be refunded |
| 1/16/12 – 2/28/12 | All but \$500 per booth will be refunded |
| 3/1/12 – 3/31/12 | No refunds |
| After 4/1/12 | Exhibitor is liable for 100% of total contract amount |

Downsizing of Booth Space:

Requests to downsize all or part of exhibit space must be made in writing. All exhibit space reductions are subject to relocation regardless of amount, seniority points or financial investment. Re-location is solely at the discretion of Event Management and/or Event Sponsor and based on availability. All downsizing penalties are non-refundable, non-transferable and due immediately.

Standard downsizing penalties:

- Reducing exhibit space commitment after 1/1/12 is subject to a penalty fee of \$350 per booth downsized.

Exhibitors that have downsized for two consecutive years:

Reducing exhibit space after this contract is accepted by the Billiard Congress of America, will result in a 50% (\$625) per booth downsizing penalty, due immediately.

Booth Selection:

A signed contract and deposit must be submitted to select booth space. Booth selection prior to August 31, 2011 will be according to accumulated seniority points. After August 31, 2011, booth selection will be made on a first-come, first-serve basis. Booth selection will be cancelled if exhibitor fails to comply with contracted payment terms. Cancellation fees may apply.

Relocation:

Exhibits will not be subject to relocation by event management, except when downsizing is initiated by the exhibitor.

In the event of exhibitor downsizing, relocation will be at the sole discretion of event management and based on availability. Penalties will apply. (See *Downsizing Policy*.)

Remnant exhibit space will not be available to existing exhibitors.

Payment Terms:

A 25% deposit must be submitted with signed contract.

January 1, 2012	25% of the total space contract due
February 1, 2012	50% of the total space contract due
April 1, 2012	100% of the total space contract due

Failure to meet these terms will result in loss of booth reservation, and exhibitor is subject to cancellation fees.

Sponsorship Savings – 30%

Sponsorships are great ways to drive more people to your booth and/or web site, promote new products and establish your company as a leader in the industry.

Purchase an onsite sponsorship with your booth space, and receive **30% off** any ONE sponsorship of \$300 or more.*

Sponsorship	Originally	With 2012 Exhibit Contract
<input type="checkbox"/> Industry Celebration Sponsor (two available)	\$7500	\$5250
<input type="checkbox"/> Keynote Sponsor (three available)	\$5000	\$3500
<input type="checkbox"/> Beer Party at Your Booth (two kegs domestic)	\$2595	\$1995 (at cost)
<input type="checkbox"/> Cyber Café Sponsor (exclusive)	\$1695	\$1187
<input type="checkbox"/> Hanging Banners (outside of exhibit hall)	\$1595	\$1120
<input type="checkbox"/> Registration Bags (exclusive)	\$1545	\$1082
<input type="checkbox"/> Lanyards	\$1545	\$1082
<input type="checkbox"/> Breakfast Seminar Sponsor (two available)	\$1500	\$1050
<input type="checkbox"/> Registration Bag Insert (three available)	\$1000	\$700
<input type="checkbox"/> Hanging Aisle Signs	\$795	\$557
<input type="checkbox"/> Column wraps	\$695	\$487
<input type="checkbox"/> Advertising Kiosks – single/double-sided	\$500/\$675	\$350/\$473
<input type="checkbox"/> Floor Logos	\$585	\$410

* Does not include Official Summit 2012 Directory advertising or digital sponsorships. **Payment in full of the sponsorship total must be received within 30 days of application acceptance.** Cancellations carry a fee of 50% of the sponsorship total.

Calculate the Contract Total:

Booth Space Cost: \$ _____ +

Sponsorship Cost: \$ _____ =

Contract Total: \$ _____

Deposit Total: \$ _____ (25% of booth space)

Method of Payment:

Please check one:

Check made payable to: Summit 2012

Wire/Money Order

Credit Card (circle one) Visa MasterCard Amex

Credit Card #: _____ Exp. Date: _____

Name on Card: _____

Billing Address: _____ Zip Code: _____

We hereby apply for exhibit space in the Summit 2012, to be conducted on the dates shown above. We understand that upon acceptance by Event Management, this application becomes a contract, under the terms and conditions set forth here and in the Exhibitor Regulations, which we have read, understand and accept. We understand that any change in the information in this contract must be made in writing to Event Management, and that signing this application indicates that we accept this form to be legal and binding.

By completing this Exhibit Application/Contract, we agree and consent to receive all fax and/or e-mail communications and advertisements sent by or on behalf of Event Management, Event Contractors and Service Providers.

As payment for exhibit space rental as specified in this Exhibit Space Rental/Application, we include/attach our remittance of \$ _____.

If paying by credit card: the signature below is that of the credit card holder and indicates acceptance of calculated charges on the above listed credit card.

Print Name: _____

Signature: _____ Date: _____

Questions?

Please contact W.T. Glasgow at:
Phone: 708.226.1300

Please send original, signed contract to:

SUMMIT 2012
c/o William T. Glasgow, Inc.
10729 West 163rd Place,
Orland Park, IL 60467 USA
Fax: 708.226.1310