

HALLOWEEN & PARTY EXPO

2011 Application for Exhibit Space

George R. Brown Convention Center / Houston, Texas
January 22-25, 2011

Instructions: Please print clearly and complete all sections. The key contact will be sent all letters, kit and other forms of communication by mail or e-mail. After signing, please send to:

Halloween & Party Expo / PO Box 150790 / Austin, TX 78715

Phone: 877.347.3976 (EXPO) / Fax: 866.826.0250

Company Name:

Contract Contact:

Key Booth Contact:

Mailing Address:

City/State/Zip:

Phone:

Fax:

E-mail _____

FOR EXPO AND OFFICIAL SHOW VENDOR COMMUNICATIONS ONLY

2011 Pricing:

Booth Size	Price
10 by 10 (inline)	\$1,950
10 by 10 (corner)	\$2,150
10 by 20 (inline)	\$3,900
10 by 20 (1-corner)	\$4,100

10 by 10 Booths Include:

- Sign, Back Wall and Rail Drapes
- 6' Skirted Table, Two Chairs, Waste Basket
- Marketing materials to send to your customers
- Complimentary listing in the online floor plan (Includes company name, mailing address, phone, fax)
- Complimentary listing in onsite program (Company info as indicated above, plus url and contact information, product description and product listings)

2011 Payment Schedule:

March 1, 2010:	25% of booth fee due
By June 30, 2010:	50% of booth fee due
By Sept. 30, 2010:	75% of booth fee due
By Jan. 1, 2011:	100% of booth fee due

For other payment options, call 877.347.EXPO (3976)

H&P Expo reserves the right to refuse exhibitor permission to move in and set up an exhibit if exhibitor is in arrears of any payment due to H&P Expo.

2011 BOOTH REQUEST & LOCATION OPTIONS:

<input type="text"/>	x	<input type="text"/>	+	<input type="text"/>	=	<input type="text"/>
Ttl # 10 by 10's		Booth Cost		# of Corners X \$200		Total

Please select up to 4 other exhibit space choices:

1) _____ 2) _____ 3) _____ 4) _____

Please indicate any exhibitors that you do not want to be placed next to:

Show management will make every effort to be fair and will attempt to satisfy all of our exhibitors' booth requests, but reserves the right to make the final determination of all space in the best interest of the overall exhibition.

Cancellations: Cancellation of exhibit space by the exhibitor must be in writing via certified mail (return receipt requested). Cancellations are subject to the cancellation fees outlined in the next sentence. If you (exhibitor) cancel between the date you sign your contract and May 1, 2010, you owe H&P Expo 25% of your booth fee, but H&P Expo will refund any payments that you made over that 25%; if you cancel from May 1, 2010 to July 1, 2010, you owe H&P Expo 50% of your booth fee, but H&P Expo will refund any payments that you made over that 50%; if you cancel after July 1, 2010, you owe H&P Expo 100% of your booth fee and will not receive any refunds.

This Application does not serve as a contract, but is a request for booth space. After your application is received and approved, Show Management will email a contract with your assigned booth space.

Show Management will make every effort to be fair and will attempt to satisfy all of our exhibitors' requests.

WE UNDERSTAND THAT THE APPLICATION DOES NOT SERVE AS THE FINAL CONTRACT FOR BOOTH SPACE. THE HALLOWEEN & PARTY EXPO WILL SEND A FINAL CONTRACT AND INVOICE IF IT APPROVES THIS APPLICATION.

Exhibitor Authorized Signature / Date

H&P Expo Signature / Date

Print Name