



# Exhibit Space Application

## The Spanish Christian Booksellers, Music and Products Convention

August 9-12<sup>th</sup> 2018 • Double Tree Hotel & Miami Airport Convention Center • Miami, FL

**INSTRUCTIONS: TYPE OR CLEARLY PRINT** your information completing all sections, sign and return the application to: exhibitors@expolit.com. **Keep a copy of this application for your files.** Send SEPA Membership Form along with this application. **Applications will not be processed if SEPA membership is not filled out and completed.** Upon assignment of space, a confirmation letter and invoice will be sent.

EXHIBITOR (Company Name)		*FEDERAL ID	
REPRESENTATIVE		TITLE	
ADDRESS			
CITY	EMAIL		
STATE	ZIP	PERSONAL EMAIL	
COUNTRY	WEBSITE		
PHONE	Ext.	DIRECT LINE	FAX

### SPACE SELECTION AND RATES

Exhibitor must choose space from the corresponding area; otherwise Expolit in good faith will assign booth in the best interest of the Exhibitor. Locations are shown on Floor Plan (see map). Space will be assigned on first come-first serve basis. Upon receiving the signed contract, the exhibitor must cancel 25% of the total value of the contract as a deposit. Another 25% must be paid within 60 (sixty) days. If the Exhibitor wishes to receive discounted rates, Exhibitor must sign contract within allocated dates; detailed below. Contracts received after indicated discount dates, must include full payment along with signed contract to be considered.

West Hall						
Service	Full Price*	15% disc. 01/31/18	10% disc. 04/30/18	5% disc. 06/29/18	Qty.	Total US\$
First Booth 10x10	\$2,300	\$1,955	\$2,070	\$2,185		
Additional Booth	\$2,150	\$1,830	\$1,935	\$2,043		
Add to booth price – PREMIUM CORNER(S) \$500.00 e/a						
SEPA membership fee (N/A to music ministries)						\$150.00
<b>Sub-Total US\$</b>						
Special price only with booth contract						
Guide 2018	\$950.00	(\$1,200.00 regular price)				
Goody bag	\$390.00	(\$500.00 regular price)				
<b>Sub-Total US\$</b>						
Totally Private Bookseller's Lounge			Lounge Number			
If Exhibitors has rented: 2-3 booths <b>10%</b> discount 4-7 booths <b>15%</b> discount 8+ booths or more <b>20%</b> discount	A.	\$4,500.00				
	B.	\$5,500.00				
	C.	\$6,500.00				
	D.	\$7,500.00				
	E.	\$8,500.00				
	F.	\$9,500.00				
<b>TOTAL US\$</b>						

**NEAR** to: \_\_\_\_\_

**ADJACENT** to: \_\_\_\_\_

**AWAY** from: \_\_\_\_\_

**FOR EXPOLIT USE ONLY**

Received at Expolit this \_\_\_\_\_ of \_\_\_\_\_, 201\_\_\_\_.

Processed By: \_\_\_\_\_ Approved By: \_\_\_\_\_

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SEPA Member: Yes  No

Booth(s): \_\_\_\_\_ Number: \_\_\_\_\_ Space Size: \_\_\_\_\_ Corners: \_\_\_\_\_

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**At the show:** Time: \_\_\_\_\_ Date: \_\_\_\_\_ Received by: \_\_\_\_\_

### EXHIBIT SPACE ACCORDING TO BOOTH RENTED

Lineal (2-5 Booth rented)  Peninsula (6 or more)

Across the Aisle (6 or more)  Island (10 or more)

Do you want corner(s)? Yes  No

### SPACE SELECTION ACCORDING TO MAIN PRODUCT CATEGORY:

**A. Books and Bibles**  **B. Miscellaneous**  **C. Music and Media**

- Bibles
- Christian Books
- Cards -Movies
- Gifts -Software
- Jewelry, etc.
- Music • Videos,
- Radios • TV
- Newspapers, etc.

Other (Specify): \_\_\_\_\_

### BOOTH SELECTION PREFERENCE

#1: \_\_\_\_\_ #3: \_\_\_\_\_

#2: \_\_\_\_\_ #4: \_\_\_\_\_

### PROMOTIONS

Guide \$950  Goody Bag \$390

Send me information of your diverse Promotional Opportunities Yes  No

### PAYMENT FORM

Check No. \_\_\_\_\_ Credit Card: Visa  M/Card  AmEx

Attach check payable to **Expolit** or complete the "credit card" segment below. By completing the "credit card" section, you agree that your credit card will be charged for the deposit, and authorize Expolit to charge the balance by the due date. SEPA membership fee is include.

US\$ \_\_\_\_\_  
Amount to be charged

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name on Card \_\_\_\_\_ # \_\_\_\_\_  
Security Code

X \_\_\_\_\_  
Signature-This line must be signed

Address \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

We agree to abide by all the rules and regulations governing the exposition as printed on the reverse side hereof and which are part of this application. Acceptance of this application by EXPOLIT constitutes a contract. Please initial other side.

X \_\_\_\_\_  
Signature-Must be signed for acceptance of contract Date \_\_\_\_\_

NOTE: Prices and placement subject to change without notice.

**THIS AGREEMENT** is made between Exploit and the Exhibitor, named in the first page of this contract. This agreement is for rental of exhibition space at the 2018 International Spanish Evangelical Book Fair and International Spanish Booksellers Convention to be held in **Miami, August 9-12, 2018** at the Double Tree Hotel & Miami Airport Convention Center.

#### **1. FURNISHING AND PAYMENT OF EXHIBIT**

**BOOTH:** The Exhibitor hereby agrees to utilize and pay for the booth(s) stated in the first page of this contract. Exhibitor must choose space from the corresponding area; otherwise Exploit in good faith will assign booth in the best interest of the Exhibitor.

**2. BOOTH SELECTION:** (a) The three islands at the front of the exhibition hall, isles 8, 7 and 6 must be reserved entirely, meaning a minimum of 6 out of the 8 spaces must be reserved. (b) Exhibitors interested in having a booth in the bookseller's lounges must have rented at least **2 spaces** at the exhibition floors located in West Hall. Exhibitor must also be aware that this area has been designed to conduct business in a professional atmosphere. **All exhibitors must be SEPA members, (see point No. 22).** SEPA membership must be paid before or when contract is executed. (c) As a courtesy, Exploit will give reservation priority to those exhibitors that want to occupy the same booth the next year. The exhibitor must fill out the pre-contract and turn it in along with a 25% deposit before the end of the event.

Otherwise, Exploit reserves the right to assign the booths on a first come first serve basis. Each booth is approximately 10' (3m) wide by 10' (3m) out, and will be provided with a two-line identification sign. **Space will be assign on first come-first serve basis** and deposits and payment balances must be received before the deadlines indicated. If none of the above selections are available, Exhibitor hereby authorizes Exploit in its sole discretion to assign alternate space. Exploit agrees to assign space as similar as possible to that requested herein. Because of unexpected occurrences, Exploit cannot guarantee any particular spot, however, does agree in good faith to accommodate Exhibitor as best as possible.

#### **3. TABLES AND CHAIRS FOR EXHIBIT SPACE:**

Exploit will provide 1 skirted table and two chairs per booth rented, at no charge. Any additional tables and chairs must be ordered from the show company.

#### **4. EXHIBITOR CONTRACT IS NOT A**

**TRANSFERABLE ASSET:** Neither the assigned booth space, any portion thereof, nor Exhibitor's interest therein shall be **leased, assigned, shared, or otherwise conveyed except by express written prior permission of Exploit. EXHIBITORS MAY NOT SHARE BOOTHS.** Exhibitor agrees that notification of changes in ownership and/or significant changes in product line be provided in writing to Exploit. A drastic change in either ownership or product line may result in the need to negotiate a new contract. A bankruptcy filing or any kind of insolvency shall automatically terminate this contract and all rights granted to Exhibitor hereunder.

#### **5. MANNER OF ACCEPTANCE AND**

##### **CONFIRMATION:**

When executed by Exhibitor only, this contract form shall constitute an application to rent space. When executed by both parties, this form shall constitute as a completed contract. All executed agreements received by Exploit from Exhibitors shall be treated as application, only if the required deposit accompanies it. Upon acceptance of the application and assignment of booth space, Exploit shall execute the agreement and mail a copy thereof to exhibitor by mail. Thereafter, the said contract shall constitute a reservation and entitles Exhibitor to rental of said booth space subject to payment of full price. The discounted prices go into effect only if deposit is sent by indicated discounted date's deadline. Contracts received after indicated discount dates, must include full payment along with signed contract to be considered.

-Exhibitor hereby agrees that acceptance of its executed application, reservation of space and furnishing of the booth are all contingent upon Exhibitor being current on all fees or other payments owed to Exploit, including **SEPA Membership Fees,**

and other fees related to exhibition space, and having settled all outstanding accounts with any hotels and businesses wherein Exhibitor received from standard rates by virtue of being associated with Exploit.

#### **6. FULL PAYMENT AND PAYMENT OF FEES:**

-When executed by the Exhibitor, this agreement shall be submitted to Exploit with a deposit of (25%) of the total price.

- If the Exhibitor wishes to receive discounted rates, Exhibitor must sign contract within allocated dates; detailed above. Another 25% must be received within sixty (60) days of signing contract.

- If that 25% that makes up 50% of total is not received within the sixty (60) days of signed contract, Exploit will invoice a 10% late fee, and Exhibitor waives the rights of any discounts previously earned.

- In the event that the 100% value is not paid by **April 30<sup>th</sup>, 2018**, Exploit may retain the deposit and reassign the booth space to another Exhibitor. The full amount shall be retained by Exploit as liquidated damages to administrative expenses.

**6. A. CANCELATION OF CONTRACT:** In the event that the Exhibitor has an assigned space and cancels the contract before **April 30<sup>th</sup>, 2018**, Exploit will retain 50% of the value of the booth as liquidated damages to administrative expenses.

- In the event that the contract is canceled after **May 1<sup>st</sup>, 2018**, Exploit shall retain 100% of the value of the booth as liquidated damages to administrative expenses.

**7. LIMITATION OF LIABILITY:** Neither Exploit, its officers, agents, employees nor affiliates shall be liable for any injury, loss or damage to person or property of Exhibitor, its employees, agents and invitees, except to the extent that such injury, loss, or damage is caused directly and by substantial negligence on the part of Exploit or its employees. By execution of this contract, Exhibitor hereby waives the right to claim any such excluded liabilities against Exploit and its respective employees, officers, agents and directors and acknowledges that it will neither hold nor attempt to hold any such persons or organizations liable for any cause whatsoever other than injury or damage occasioned directly by the substantial negligence of such persons. Further, neither Exploit nor its respective employees, agents, officers or directors shall be liable for failure of the scheduled exhibition to be held due to water damage, public emergency, strikes, other labor disputes, boycotts, cancellation of facility contractors, or acts of God beyond the power of Exploit to prevent.

#### **8. INSTALLATION AND DISMANTLING OF**

**EXHIBITS:** Exploit retains the right to announce changes in this schedule after contract has been signed. Schedule of set-up and dismantle is determined according to agreements between Exploit and contracted show company and/or venue facility. Exhibit set-up and dismantling is tentatively scheduled as follows:

##### **SET-UP:**

**Tuesday, August 7<sup>th</sup>/18** 12:00 p.m. - 8:00 p.m.

**Wednesday, August 8<sup>th</sup>/18** 8:00 a.m. - 8:00 p.m.

All shipments must arrive by Wednesday, August 8<sup>th</sup>/18 before 5:00 p.m.

**All Exhibitors must be ready to open Thursday, August 9<sup>th</sup>/18 at 9:00 a.m.**

##### **DISMANTLING:**

**Sunday, August 12<sup>th</sup>/18** 5:30 p.m. - 8:00 p.m.

**Monday, August 13<sup>th</sup>/18** 8:00 a.m. - 5:00 p.m.

**NO TEAR DOWN WILL BE ALLOWED BEFORE Sunday, September 12<sup>th</sup>/18 at 5:30 p.m. (NO EXCEPTIONS).**

**Violators will be fined \$150.00 and may be restricted from future participation.**

**9. USE OF SPACE:** All demonstrations, promotional activities, and/or distribution of materials must be confined within the limits of the exhibition booth. Demonstrations must be relevant to the Exhibitor's products and shall not be made primarily to attract or amuse. At least 25% of the space of each booth must be open to accommodate visiting traffic to the booth. Each Exhibitor is responsible for keeping the aisle or aisles near his booth free of congestion due to his demonstrations or other promotion. Exhibitors must show only their own products, which that firm

actually stocks, ships and invoices in the regular course of business. No firm or organization not assigned space in the exhibit will be permitted to exhibit or solicit business within the exhibit or convention area.

#### **10. COPYRIGHTS, ROYALTIES AND**

**TRADEMARKS:** Exhibitor warrants that no music, literary or artistic work or other property protected by copyright will be performed, reproduced or used, nor will the name of any entity protected by trademark be reproduced or used during Exhibitor's use of the booth unless Exhibitor has obtained written permission from the copyright or trademark holder. Exhibitor covenants to comply strictly with all laws respecting copyrights, royalties and trademarks and warrants that it will not infringe any related statutory, common law, or other right of any person during its use of the booth. Exhibitor will indemnify and hold Exploit and its officers, agents and employees harmless from all claims, losses and damages (including court costs and attorney's fees) with respect to such copyright, royalty or trademark rights.

**11. NON-AUTHORIZED ACTIVITIES:** Exhibitor agrees to refrain from sponsoring or endorsing any activities during hours of the schedule announced by Exploit, other than those approved by Exploit, unless prior written consent has been obtained from Exploit.

**Exhibitor agrees to refrain from sponsoring or endorsing any activities, in and out of event site; in South Florida 30 days before and after the event, unless prior written consent has been obtained from Exploit.** Exploit management must approve the participation of artists and speakers in events or churches other than those scheduled by Exploit. Artist appearances are permitted in booths, but they may not distribute products and/or give them away themselves. Exhibitors are encouraged to use the "Personality Booth" for **autograph parties**, and celebrity giveaways. If an Exhibitor expects an unusual crowd as a result of the presence of a particularly famous artist, such Exhibitor must notify Exploit in advance in order to take the necessary measures to permit access to the surrounding booths. All activities such as luncheons, breakfast, receptions, etc. must be coordinated through Exploit **NO EXCEPTION.**

**12. MUSIC & SOUND RULES:** Sound system must be built within the booth structure at back line. The playing of loud music, videos, CD's, or any other sort of distraction to surrounding booths will not be permitted. Low volume must be kept at all times. Appropriate level of volume will be determined at Exploit officer's discretion.

#### **13. BOOTH CONSTRUCTION AND SIGNS:**

(First and Second Floor): Exploit will provide booths and company identification signs for all Exhibitors. Back walls are 8 feet (2.40 m) high; side dividers are 2.9 feet (.90 m) high. Booths are made of flameproof fabric assembled on polished aluminum frames. Background and/or product displays are 8 feet (2.40 m) high may extend out from the booth back-line one-half the depth of the booth and from that point to the aisle to a maximum of four feet high on all single and double booths. In triple booths or larger, the same rules will apply to the two end booths of each exhibit but will be waived on all inside booths where height may extend to a maximum of 8 feet even to aisle side. However, a solid wall in the front 5 feet (1.5 m) of a booth must provide at least a 5-foot opening every 20 feet. Exhibitors building to these specifications must finish the side portions of their exhibit so it will not be objectionable to adjacent Exhibitors. Exploit reserves the right to have such finishing done at the Exhibitor's expense, billing the Exhibitor for charges incurred. No special signs, booth construction, apparatus or lighting fixtures are permitted in excess of 8 feet height with the exception of 3-sided peninsulas and 4-sided islands, except by written agreement 30 days prior to Exploit **(on the first floor)**. Peninsulas and islands may have structures (not signs or banners) higher than 8 feet, upon approval by Exploit. However, adjoining walls of Peninsulas may not exceed 8 ft. Interference with the light or space of other individuals is not permitted. All measurements shown in the floor diagram are not guaranteed but are as accurate as possible. Exploit reserves the right to make such

modifications as may be necessary to adjust the floor plan to meet the needs of Exhibitors and the exhibit as a whole. The exhibition floor is **NOT** carpeted and booth carpeting is optional. Note: Second floor ceiling's high is 9 feet therefore exhibits' signs or any other fixtures that exceeds 8 feet will not be allowed **(NO EXCEPTIONS)**.

**14. PROMOTIONAL CAMPAIGNS:** Exhibitor hereby agrees that it will take all necessary steps to extend to all business within the industry notification of all special offers, promotions, etc. which it makes available to those attending the convention.

**15. PRICING AND RELATED MANNERS:** Exhibitor agrees that it shall refrain from any activities on the convention floor or while attending the convention in the nature of price fixing with competing Exhibitors, as that term is understood in the context of trade regulation law.

**16. EXHIBITING RULES:** Exhibitor agrees to abide by all the rules hereby imposed. Exhibitor further acknowledges and agrees to fully abide by any and all additional rules or regulations released prior to the date of the convention. Any violation of these rules and regulations may subject the Exhibitor to possible temporary loss or suspension of future exhibition privileges.

**17. RETAIL SALES:** Retail sales activity is permitted and encouraged to the general public attending the convention floor. Exhibitor is responsible for collecting money as well as Florida Sales Tax (7%) There will be a form to fill out and mail with money to the Florida State Department of Revenue.

**18. WHOLESALE SALES:** Wholesale sale is permitted on the floor. However, **absolutely no delivery of wholesale merchandise shall be permitted on the floor NO EXCEPTIONS.** Exhibitor must take order, and ship at a later date from its own warehouse, or **deliver to customer after the exhibition closes on Sunday, August 12<sup>th</sup>/18 at 5:30 p.m.**

**19. ARBITRATION OF DISPUTES:** Any controversy or claim arising out of, or relating to this contract, or the breach thereof, shall be settled by arbitration in accordance with the Commercial Arbitration Rules of the Christian Arbitration Association or, if no such organization exists at the time of such controversy or claim arises, the American Arbitration Association. Judgment upon the award rendered by such arbitrator(s) may be entered in any court having jurisdiction over the parties and the subject matter of such controversy or claim. The parties expressly agree that this contract shall be governed by the laws of the State of Florida, that any arbitration under this paragraph shall be conducted in Miami, Florida, and that no waiver of any remedy for breach of any duty hereunder shall constitute a waiver of any other right or remedy.

**20. WAIVER OF REMEDY:** The parties expressly agree that no waiver of remedy for breach of any duty hereunder shall constitute a waiver of any other right of remedy.

**21. REGISTRATION AND BADGES:** With the rental of booth space, each exhibitor will receive registration badges as follows:

- Four (4) registration badges for the first booth and two (2) per additional booth at no cost, if received by the due date.

- All additional registrations will be **\$45.00.**

**Exhibitor may register only employees, authors and artists.** It is absolutely prohibited to register booksellers, distributors, pastors, leaders, or any other person that is not an employee of the exhibitor. This registration includes **ONLY** exhibition floor and workshops. Entrance to concerts is subject to space availability.

**22. SEPA MEMBERSHIP:** Exploit is a sponsored event by SEPA. All Exhibitors and attending publishers must either be members or associate members of the "Spanish Evangelical Publishers Association" (SEPA). Enclosed you will find the membership application.

Initials \_\_\_\_\_.

## Public records form

If the information to be published on the event guide or our web page is different than the one provided above, please fill out the following section.

**Important:** If this section is blank, we understand that the information to be published on all public records is the one on the first page of this contract. Once the information has been published, any corrections requested will be made subject to availability by Expolit's staff.

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EXHIBITOR (Business name)

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ADDRESS

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CITY

STATE

ZIP CODE

COUNTRY

---

EMAIL

---

WEBSITE

---

PHONE NUMBER

**Company Profile** (60 words max.)

**Please attach a 2"x 2" Company logo at 300 or more dpi and return with the contract to  
Angela Peralta, [Exhibitors@expolit.com](mailto:Exhibitors@expolit.com)**