



2017 News Sentinel Auto Show

Exhibitor Move-In: Wed., Feb. 22, 2017 9 am - 5 pm
 Show Hours: Fri., Feb. 24, 2017 11 am - 7 pm
 Sat., Feb. 25, 2017 11 am - 7 pm
 Sun., Feb. 26, 2017 12 pm - 6 pm
 Exhibitor Move-Out: Sun., Feb. 26, 2017 6:15 pm - 10 pm

Date Received _____
 Account Exec _____
 Account # _____
 Deposit _____
 Total Cost _____

This Official Exhibitor Contract ("Contract") is entered into between Knoxville News Sentinel, with offices at 2332 News Sentinel Drive, Knoxville, TN 37921 and _____, a _____ corporation with offices at _____ ("Company"). To reserve your News Sentinel Auto Show Booth Package, please return a completed and signed contract with a 50 percent deposit to the News Sentinel. Mail to Knoxville News Sentinel Auto Show, 2332 News Sentinel Drive, Knoxville, TN 37921 or fax to 865-342-6898. The full balance is required by Monday, January 30, 2017, to retain booth space.

Contact Name _____ Title _____

Company Name _____

Billing Address _____ City _____

State _____ Zip _____ Phone _____ Fax _____

Website _____ E-mail _____

Company Name as it should appear in promotional materials: _____

Please list the products and / or services you plan to exhibit: _____

NEWS SENTINEL BOOTH PACKAGES Each 10'x10' booth includes 8-foot-tall draped backdrop, 3-foot-tall draped side rails, 6-foot skirted table, 2 chairs and carpeting. Each exhibitor also receives 5 exhibitor badges and 10 complimentary tickets. Exhibitors will be featured in all exhibitor listings in Auto Show advertising, including the Knoxville News Sentinel, knoxautoshow.com, and the Auto Show special section.

PACKAGE A \$899

- Booth Only
- 10'x10' booth space only

PACKAGE B \$999

- Booth Plus Advertising
- 10'x10' booth space
- Full-color, eighth-page ad

PACKAGE C \$1,899

- Booth Plus Advertising
- 10'x20' booth space
- Full-color, quarter-page ad

NON-PROFIT \$450*

- Booth Only
- 10'x10' booth space only
- (must submit 501c-3 tax documentation to qualify.)

Please note that the following are NOT included with a booth package:

- \$50 Electric (not required)
- \$50 Wifi (not required)
- Certificate of Insurance (required)

Sponsorship / Marketing Opportunities (see sales brochure):

Specify Name: _____ \$: _____

Payment information: (Please complete payment information below)

News Sentinel Auto Show Package _____

Additional Booths (\$699 ea.): _____

Electricity (add \$50) / Wifi (add \$50): _____

Additional Advertising: _____

Additional Marketing: _____

TOTAL COST _____

Total Deposit Paid: \$ _____

Remaining Balance Due: \$ _____

Bill my News Sentinel account # _____

Check: Make checks payable to "Knoxville News Sentinel"

Credit Card: ___ Visa ___ Master Card ___ Discover ___ American Express

Card Number _____

Expiration Date _____

Name on Credit Card _____

Signature: _____

(must be signature of card holder)

The balance must be paid in full by Monday, January 30, 2017. All balances must be paid in full before booth assignments will be confirmed and exhibitor materials distributed.

Authorized Signature _____ Title _____ Date _____

We agree to abide by all contract terms and conditions as set forth on the back on this document, along with any forthcoming guidelines. See official rules and regulations on reverse side for details.

OFFICIAL TERMS AND CONDITIONS

2017 Knoxville News Sentinel Auto Show - Booth Contract

Sponsored by the Knoxville News Sentinel and Co-sponsors

1. **STATEMENT OF POLICY:** The News Sentinel reserves the right to determine the eligibility of any Company or Product to exhibit in the Event and the right to reject any application and/or limit the space assigned to any one Exhibitor. All Exhibitors are equal regardless of size and should be given equal opportunity, within reason, to present their product or service in the most effective manner to the audience. We ask you to be a "good neighbor" and remember, we want you to be successful.
2. **CONTRACT CONDITIONS:** The following contract conditions have been formulated for the protection and best interests of all concerned. As such, the terms and conditions shall apply to and be in effect among the Knoxville News Sentinel ("Sentinel"), the City of Knoxville, SMG, the Knoxville Convention Center ("Venue"), and any Exhibitor whose application is received and to whom space is rented. All points not covered are subject to the decision of the Sentinel.
3. **DEFINITIONS:** As used herein 'Sponsors' mean the Sentinel and Co-sponsors. 'Exhibit Management' means the Sentinel Exhibit Managers. 'Exhibitor' means the person or firm on whose behalf space is rented and all persons working the booth space. 'Landlord' means the Venue. 'Exhibitor Service' means any official supporter so named by the Exhibit Managers to act in the capacity. 'Event' means the News Sentinel Auto Show to take place from 2/21/17 to 2/27/17.
4. **LIABILITY:** All Exhibitors must provide a certificate of insurance evidencing general liability coverage with minimum limits of \$1,000,000 per occurrence and workers' compensation coverage with statutory limits. Knoxville News Sentinel, City of Knoxville and Knoxville Convention Center must be named additional insured under general liability. Exhibitor agrees to make no claim for any reason against the News Sentinel, the City of Knoxville, or Knoxville Convention Center for loss, theft or damage of goods, nor for any injury arising in any way from Exhibitors, its employees, agents or contractors participation in the Show. Exhibitor agrees to indemnify, defend and hold the Knoxville News Sentinel, the City of Knoxville, and Knoxville Convention Center harmless from and against any and all claims for loss, injury or damage arising in any way out of Exhibitor's, its employees, agents or contractors participation in the Show. Exhibitor agrees to submit to the News Sentinel prior to the Auto Show and no later than Friday, February 3, 2017, a certificate of insurance evidencing its Workers' Compensation insurance coverage with statutory limits and its general liability insurance coverage with an occurrence form and combined single limit of not less than \$1,000,000 per occurrence. Such certificate must name News Sentinel, the City of Knoxville, the Knoxville Convention Center, SMG, Co-Sponsors, and their directors, officers, employees and agents as additionally insured under general liability from February 21 - February 27, 2017. These dates include Exhibitor move-in, general public admittance and Exhibitor move-out days. The exhibitor and their insurance shall have no right of recovery or subrogation against the News Sentinel, The City or Knoxville Convention Center.
5. **PAYMENT:** An Exhibitor/ Advertiser/ Sponsor that has an advertising account with the Sentinel in good credit standing will be billed for their event or sponsorship package in the month of the event and payment is due under the terms and conditions of the existing advertising account. Customers that do not have an advertising account or do not have adequate credit terms with Knoxville News Sentinel must pay in full. Any other terms must be specified on the face on this contract. Exhibitor/ Advertiser/ Sponsor agrees to pay reasonable attorney fees and court costs plus interest on account if judgement is obtained in the collection of the delinquent account.
6. **USE OF SPACE AND SOLICITATION IN THE VENUE:** Manufacturers or distributors exhibiting shall not sell direct to the consumer. The aisles and other spaces in the Venue not leased to Exhibitors shall be under control of Exhibit Management. All displays, interviews, conferences, distribution of literature, lectures, and transactions of business of any nature whatsoever shall be made inside the space contracted for. The exhibitor agrees to only display manufacturer names, logos and branding material on the floor of the 2017 News Sentinel Auto Show. To preserve the integrity of the no-sales pressure environment at the show, the News Sentinel Auto Show prohibits all local or dealer specific company names, logos and other branding materials to be displayed on the show floor and/or on the show floor vehicles. Exhibit Management must approve show materials, raffles, drawings or contests by Exhibitor. Standing in the aisles or in front of exhibit booths of other Exhibitors or the intercepting of those attending for advertising purposes is strictly prohibited. Sideshow tactics or any undignified methods of attracting attention will not be permitted. (Note: No person or persons other than Exhibitors will be permitted to conduct business in the Venue without authorized permission from the Exhibit Management. Violators will be escorted from the premises of the Venue and are subject to a penalty fine. The Management asks that all Exhibitors abide by the set rules and regulations and to report any known violators to the management for disciplinary action.
7. **CANCELLATION OR WITHDRAWAL:** Cancellation of space and services refund is subject to the following conditions: Exhibitor shall give written notice of cancellation. If written notice is received 60 or more days prior to Show opening, and if space is resold, total money (less a 15% service charge) will be refunded to Exhibitor for floor space and services. In the event the space is not resold, and providing cancellation is received 60 or more days prior to Show opening, the Exhibitor shall be entitled to a 50% refund of money paid for assigned floor space and exhibit services, less a 15% service charge. Cancellations between show opening date and 59 days prior are non-refundable.
8. **TERMINATION OF SHOW:** If Show Producer determines that the premises where the Show is to be held have become unfit for occupancy, or if the premises are materially interfered with by reason of strike, embargo, injunction, act of war, act of God, and other emergency or any act or event not the fault of Show Producer, this agreement may be terminated by Show Producer. In the event of such termination, the Exhibitor waives any and all damages and agrees that Show Producer may, after deducting all costs and expenses including a reserve for claims, refund to the Exhibitor as and for complete settlement and discharge of said Exhibitor's claims and demands his pro-rate amount of all monies paid by all Exhibitors.
9. **EXHIBITS:** No Exhibitor may dismantle his exhibit until after the closing hour of the Show, at 6:15 pm on Sunday, February 26, 2017. The Exhibitor shall properly staff and exhibit during Show hours. Exhibitor personnel must be properly clothed. Exhibitors are liable for any damage caused to building walls, floors or column or to other Exhibitor's space.
10. **LABOR/ DRAYAGE/FORKLIFT:** All services must be provided through the show producer, the Knoxville News Sentinel.
11. **BOOTH MATERIALS & SHOW SERVICES:** Booth decorations, furniture, signs, phone and electrical connections are available to the Exhibitor through independent contractors. All orders are to be paid in advance .
- (a) **Noise-Making Devices:** Exhibits which include the operation of instruments, radios, talking motion pictures, public address systems or any noise-making machines must be conducted or arranged that the noise resulting from the demonstration will not annoy or disturb adjacent Exhibitors. Exhibit space must be large enough to contain a reasonable size audience. No musical instruments may be played unless authorized.
- (b) **Care of Building and Equipment:** Exhibitors or their agents shall not injure or deface the walls of the building, the booths, or the equipment of the booths. Exhibitors are forbidden to drive tacks, nails or screws into the walls or woodwork. When such damage appears, the Exhibitor is liable to the owner of the property damaged.
- (c) **Fire Prevention:** All booth decorations must be flameproof and all hanging or draped items/materials must clear the floor. Electrical wiring must conform to the National Electrical Code Safety Rules. If inspectors indicate that any Exhibitor has neglected to comply with these regulations or otherwise incurs fire hazard, the right is reserved to cancel all or such part of his exhibit as may be irregular. City fire regulations must be observed. All fabrics decorative or otherwise must be flame-proofed in accordance with fire prevention requirements of Cities of Knoxville and Maryville, TN.
- (d) **Safety Precautions:** Exhibitors shall take precautions for the safety of their personnel, other Exhibitors and all other persons upon the premises, and shall comply with all applicable provisions of Federal, State and Municipal safety laws, building codes and ordinances.
- (e) **Maintenance Of Booth Space:** Exhibitors shall keep their booth space clean and orderly at all times and shall not engage in activity which would unduly interfere with visitors or other Exhibitors, or would be in violation of law, regulation or ordinances.
- (f) **No Assignment Or Subletting:** Exhibitors shall not assign or sublet any space rented by them, nor shall they in any way represent, exhibit, solicit, demonstrate or advertise on behalf of any person or manufacturer merchandise, equipment or services unless such merchandise, equipment or services is sold, distributed or provided on a continuing basis by the Exhibitor. Exhibitor will be fined \$500 per violation.