

Do you have a product or service that you would like thousands of people to see, try or buy?

~ Sign up now for the 3rd Annual ~

WOMEN'S
*fair*expo*
shop • learn • love

Midland, TX

Midland County Horseshoe

August 4 & 5, 2012

Show Hours :

Friday, August 3rd

Set-up from 10am-7pm

Saturday, August 4th

Show hours 10am-6 pm

Sunday, August 5th

Show hours 11am-5 pm

Tear down 5pm-10 pm

Exhibitors may get in 1 hour before
show opens Saturday & Sunday

Facts :

Women make over 85% of ALL household decisions.
They control over 14 trillion dollars a year in the US.

~In the Permian Basin Alone~

Overall population—390,000

Females 25 to 74—110,000

Average household income—\$64,119

Reason to participate :

- Demonstrate, sample or sell products and services
- Develop sales leads and build databases
- Introduce new exciting products and services
- Meet your customers face to face
- Increase store traffic and brand recognition

Contact : Silver Spur Trade Shows

PH: 806.253.1322

Fax: 806.253.1368

www.wfetx.com (Brand new website coming soon!)

info@wfetx.com

SILVER SPUR
TRADE SHOWS 



August 4 & 5, 2012

Midland, Texas

The Horseshoe

Application & Contract for Exhibit Space

Registration Information

Name _____
 Company _____
 Address _____
 City _____ St _____ Zip _____
 Phone _____ Fax _____
 Mobile/Cell _____
 Email _____
 TX Resale Tax ID # _____

Exhibit Space Rates

The rates below are for Exhibit Space, 1 table & 2 chairs. Please see Additional Services to add corner spaces, additional tables and/or chairs. You get **4** vendor passes with each booth.

Booth space ~ 10' x 10' \$395
 Booth space ~ 10' x 20' \$740
 Booth space ~ island 20' x 20' \$1400

Deposit of 1/2 is required with application and contract remainder is due June 20, 2012. **NO EXCEPTIONS.** After June 20, FULL payment is required with application. Extra vendor passes \$3 each.

Additional Services

- Tables (8' length)
add'l ___ tables x \$5.00 = Total \$ _____
- Chairs
add'l ___ chairs x \$1.00 = Total \$ _____
- Corner Spaces
\$50.00 each space Total \$ _____
- Vendor or Guest Passes (1 entry) specify
___ passes x \$3.00 = Total \$ _____

Electricity \$15 Total \$ _____

Total # Booths _____ @ \$395 = Total \$ _____

_____ @ \$740 = Total \$ _____

_____ @ \$1400 = Total \$ _____

Grand Total \$ _____

Deposit Paid \$ _____

Total Due \$ _____

Products & Services Information

PLEASE LIST ALL PRODUCTS AND SERVICES YOU WISH TO EXHIBIT

Booth Choice & ELECTRICITY

List 3 choices of booth locations:

1st _____ 2nd _____ 3rd _____

Our best attempt will be made to your request. THANK YOU!

ELECTRICITY \$15 (please check one) ~ YES ___ NO ___

Electricity: 110v/20amp, ask if you require more.
 Vendor supplies own cords. If not, a \$20 non-refundable charge for cords. Thank you !

I have read and agree to abide by all show rules and regulations...



Signature Required _____ **Date** _____

Payment Information

Amount Enclosed _____ Payment method: Check (made payable to SSTS) Visa MasterCard

Card Number _____ Exp. Date _____ V-Code _____

Name on Card (Please Print) _____ Signature _____

Address where credit card bill is received (Please Print) _____

Please return completed application with payment to:

Silver Spur Trade Shows, Inc. , Kim Sansom, P.O. Box 208, Ralls, Texas 79357
 Phone: (806) 253-1322, Fax: (806) 253-1368 www.wfetx.com Email: info@wfetx.com

WOMEN'S *fair* * *expo* shop • learn • love

Hello,

Thank you for your interest in our 3rd Annual Women's Fair & Expo in Midland, TX August 4 & 5, 2012. Become a part of this new and exciting event that will continue to grow each year. We changed things up a bit from last years show, to make it even better. Below are details on our current advertising plan, with a greater push in all areas closer to the event time.

Advertising will be accomplished in the following ways ~

Newspapers: The Odessa American and Midland Reporter Telegram will be our main printed media outlets. Papers in the surrounding towns within a 60-100 mile radius will also receive ads and/or press releases. We will be printing a show guide/show insert for the event to be given away at the show.

Radio: Cumulus radio has 7 stations, 5 are number one. They are our Platinum Sponsor for radio. Advertising will be heard on 3 of the #1 stations heavily with ticket giveaways and live call ins from the show.

Direct mail: Postcards and informational packets are being and can be mailed as requested. We also have an email campaign to previous attendees and those that have signed up to receive notification from our website www.wfctx.com

Outdoor: Various billboards will be utilized in the area.

Television: Grande Communication is a Sponsor. FOX24 participated in our 2010 event. Posters and postcards will be distributed to area businesses, along with coupons.

Social Media: Ads running continually on our website, listings on websites that we seek out to list our event, as well as various exhibitors' websites announcing the event. We are building our Facebook presence also.

Website: We have a new website, www.wfctx.com that will serve our sponsors and vendors in a greater way.

Banners: Hung during all our event trade shows.

Printed advertisements in the "Where It's At" and other relative publications.

Additional activities, entertainment, sponsors and exhibitors are being added daily.

Thank you considering our event. Now is a great time for your company to become a part of this new, exciting endeavor. Come help us in developing education, community and commerce within the Permian Basin. There are some very cost effective, valuable sponsorships available upon request.

Don't hesitate to contact us if there are any questions.

Kim & Monty Sansom

SILVER SPUR
TRADE SHOWS 

Exhibitor Rules and Regulations

By signing the Exhibitor Contract, Exhibitor agrees to participate in "Women's Fair & Expo" and understands the terms listed below.

1. **EXHIBITORS BOOTH and FEES.** SSTS shall provide the Exhibitor's booth(S) with one (1) ten-foot draped backdrop, possible side panels, one (1) 8' table, two (2) chairs, one (1) booth sign, one (1) exhibitor listing in the show guide and 4 Exhibitor Passes. Final placement of booths are under the discretion of the show management. Exhibitor agrees to pay SSTS on or before June 20, 2012, the total booth fee and if advertising costs are due, the represented amount on the exhibitor contract. All application deposits will be applied to the total fee due to SSTS. Any reservations made after June 20, 2012, payment is required in full at time Agreement is sent. Some exclusions will apply with a late application. Except as set forth in paragraph 7 the deposit and fees are nonrefundable.
2. **USE.** Exhibitor's use of the display booth(s) shall be limited to merchandise and/or services listed on the exhibitor contract and shall be used for no other purpose without the prior written consent of SSTS. SSTS reserves the right to reject or remove any display without refund that has been falsely entered or that SSTS in its sole discretion deems inconsistent, unsuitable or objectionable with the uses set forth, or which otherwise fails to comply with this Agreement. Booth space may not be purchased for resale to another exhibitor. Any exhibitor not registered with the show will be asked to leave.
3. **RULES, REGULATIONS and COMPLIANCE WITH LAW .** Exhibitor and its use shall comply with all applicable federal, state and local laws and ordinances, and with all lawful orders of police and fire departments having jurisdiction. Without limiting the generality of the above, Exhibitor agrees not to obstruct aisles or access to neighboring booths, nor conduct or operate its exhibit so as to cause interference with, annoyance or endangerment to other exhibitors or visitors. No exhibits or advertising shall extend beyond the space allotted to Exhibitor, or above the back and side panels of the Exhibitor's booth. The distribution of any samples, souvenirs, publications, or other sales or promotional activities shall be conducted only from within the Exhibitor's booth. **NO HELIUM BALLOONS ALLOWED IN THE FACILITY!** Exhibitor shall not without the prior written consent of SSTS, put up or operate any engine or motor or machinery on the premises or use oils, burning fluids, camphene, kerosene, naphtha, or gasoline for either mechanical or other purposes, or use any agent other than electricity for lighting. Exhibitor shall not otherwise bring any combustibles, explosives, and dangerous or hazardous materials to the event.
4. **DAMAGE OR DEFACEMENT OF THE HORSESHOE CENTER.** Exhibitor shall not injure, mar, or deface the Horseshoe or the grounds outside the Horseshoe. Placing advertising material on automobiles on Horseshoe grounds is specifically prohibited. Exhibitor shall not drive any nails, hooks, tacks, or screws in any part of the Center, nor shall it make any alteration of any kind therein. Upon demand of the Horseshoe or SSTS, Exhibitor shall pay to the Horseshoe or SSTS such sums as shall be necessary to restore the premises, the Horseshoe and Horseshoe grounds to their original condition if any portion thereof shall be damaged by the act, default or negligence of Exhibitor.
5. **LIMITATION OF LIABILITY.** Except to the extent of the deposit and Exhibitor's fees paid here under, SSTS and the Horseshoe shall not be liable for any loss or injury to persons or property of Exhibitor, or direct or consequential damages. Exhibitor shall indemnify, hold harmless and defend SSTS and the Horseshoe, their directors, officers, agents and employees for and from any and all losses, claims, liabilities, damage, action, or judgment recovered from or asserted against SSTS or the Horseshoe, or any other expense, including reasonable attorney's fees and costs, arising from Exhibitor's participation in the Women's Fair & Expo, or arising from any negligence of Exhibitor or any of its agents, employees, contractors or invitees; provided however, that such indemnification shall not apply in the case of damage or injury directly resulting from the solid negligence or willful misconduct of SSTS or the Horseshoe.
6. **EXHIBITOR'S INSURANCE.** SSTS has general liability insurance covering the show dates. This insurance does not cover the exhibitor's exhibit, contents, visitors within the confines of exhibitor's leased space, or exhibitor's personnel. All exhibitors are responsible for all liability that may arise from any action, sampling or interaction that occurs in relation to the exhibitor's booth. Any exhibitor that provides any kind of invasive procedure such as, but not limited to, tattooing, piercing, blood testing, laser, injections, etc. must provide SSTS with proof of insurance that covers such procedures.
7. **CANCELLATIONS.** If Exhibitor cancels this Agreement by written notice prior to July 2, 2012, SSTS shall refund in full the deposit set forth. In the event Exhibitor notifies SSTS in writing of its cancellation at any time after July 2, 2012, SSTS will retain all amounts previously paid. SSTS reserves the right to cancel this agreement based on information received from reliable or official sources that may question the exhibitor's ethical or legal business practices. If such a cancellation should occur, then SSTS will refund exhibitors booth payment in full.
8. **EXCLUSIVITY.** Unless approved in advance, SSTS will not guarantee any product or service exclusivity nor guarantee exhibitors sales volume. SSTS will make an effort to limit the number of booths of likeness.
9. **MUSIC.** Music of any kind can be utilized by an exhibitor so long as it is not interfering with your neighbor. SSTS has the right to have removed any kind of loud distractions.
10. **OCCUPANCY.** Exhibitor agrees to occupy and have its exhibit ready for public viewing no later than Saturday, 9:30 am, August 4, 2012. Exhibitor must have at least one person in attendance at their exhibit at all times the event is open to public, taking every precaution against injury. **BOOTH MUST REMAIN OCCUPIED UNTIL SHOW CLOSURE AT 5:00 PM SUNDAY August 5, 2012. FEES MAY APPLY TO ANY EXHIBITOR IN VIOLATION AND FUTURE SHOW PARTICIPATION MAY BE REVOKED.**
11. **VACATION.** In the event Exhibitor has not entirely removed all display items before Sunday, 10:00 pm, August 5, 2012, then SSTS shall be authorized to remove, at the sole cost and expense of Exhibitor, any and all items remaining on the property without liability for any resulting damages or losses.
12. **INTERRUPTIONS or TERMINATION OF THE EVENT.** It is understood and agreed that SSTS and The Horseshoe reserve the right to interrupt or terminate the event, when, in the judgment of SSTS or The Horseshoe, such interruption or termination is necessary to protect public order and safety. Exhibitor waives any claim against SSTS or The Horseshoe for refund, damages, or compensation should the event, and the Agreement, be so interrupted or terminated. In addition, in the event the space reserved hereunder of any portion of the exhibition area is destroyed or damaged by fire, or any other cause, or in the event any other casualty renders SSTS or The Horseshoe fulfillment of this Agreement impossible or impractical, then this Agreement shall terminate, and neither SSTS nor The Horseshoe shall be liable for any refund or damages to Exhibitor. Exhibitor further assumes the risk of any prevention, interruption or termination of the event due to strikes, lockouts, labor disputes, acts of God, structural defects in The Horseshoe facility, hostile governmental action, riot, civil commotion, or other causes beyond the reasonable control of SSTS, and SSTS shall not be liable to Exhibitor for any refund or damages there from.
13. **PRIZES.** Exhibitor shall be solely responsible to ensure that any drawings, lotteries, or contests held by Exhibitor on the premises are conducted in strict compliance with local, state and federal laws.
14. **EXCUSED PERFORMANCE.** Show Management shall not be liable for nor deemed to be in default on account of any delay or failure to perform pursuant to this agreement if due to any cause or condition beyond the reasonable control of Show Management. This includes agreements with Sponsors, Media partners, Guest Speakers and/or any stage appearances that may for whatever reason be changed or cancelled.
15. **FOOD & BEVERAGE.** All exhibitors must comply with The Horseshoe sampling policy and size restrictions. Food must be pre-packaged to go. Exhibitor will be solely responsible for obtaining a local "resale permit" from the local health department.
16. **SALES TAX.** Exhibitor is solely responsible for all applicable sales tax revenues.