



# 2009 FLYFISHING RETAILER EXHIBIT SPACE CONTRACT

SEPTEMBER 10-12, 2009 • COLORADO CONVENTION CENTER • DENVER, COLORADO, USA

## EXHIBITOR INFORMATION

Company Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_ Website \_\_\_\_\_

Parent Company (if different from above): \_\_\_\_\_

Trade Show Contact Information: \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Please be sure to return pages 3 and 4 of this contract with your Directory Information completed. The above information will be used for the Directory if you do not return pages 3 and 4.

We understand this application becomes a binding contract when accepted by FlyFishingRetailer/Nielsen Business Media. We agree to abide by the attached Terms and Conditions detailed on the reverse of this contract and those listed in the Exhibitor Service Manual.

**Signature Required >** Agreed to by \_\_\_\_\_ Date \_\_\_\_\_  
signature of official company representative

## STEP 1: BOOTH SIZE REQUEST

**BOOTH DEPOSITS AND CONTRACTS ARE DUE MARCH 27, 2009**

We request \_\_\_\_\_ x \_\_\_\_\_ ft, totaling \_\_\_\_\_ sq ft of exhibit space (see example below). Standard booth size: 10' x 10' feet (100 sq. ft.). (EX: 10' x 10' totals 100 sq. ft.; 10' x 20' totals 200 sq. ft.; 20' x 20' totals 400 sq. ft.; 20' x 30' totals 600 sq. ft.; etc.)

**EXHIBITION SPACE LOCATION.** FlyFishing Retailer reserves the right, in its sole and absolute discretion, to determine who will be permitted to display products as an exhibitor, and the size, location and configuration of exhibition space for which application is made. Exhibiting at prior shows, nature of product displayed, number of booths requested and other factors may influence, but does not guarantee location of exhibition space.

## STEP 3: FEES AND REMITTANCE

**STANDARD BOOTH PRICING: \$14.02 / SQ. FT**  
**2% EARLY BIRD DISCOUNT** for all contracts received on or before **March 13, 2009\***  
**3% AFFTA MEMBER DISCOUNT** with active member status as of **June 12, 2009\***

\*In order to receive the 3% AFFTA discount you must have exhibited consecutively during the past two years.  
 \*\*All discounts will be applied to the FINAL invoice.

**Corners:** Inline = 1 Open Corner    Peninsula = 2 Open Corners    Island = 4 Open Corners



Corner premium = **\$100/open corner**

- 25% of total Booth Space due with contract to reserve space by March 27, 2009. **(Non-refundable processing fee.)**
- 50% of Booth Space due by May 8, 2009. **(Exhibitor is liable for 50% of total contract for cancellation or reductions after this date.)**
- 100% of total invoice (includes both Booth and TotalReach Package) due by July 8, 2009. **(Exhibitor is liable for 100% of total contract for cancellations or reductions after this date.)**

Booth cost does not include material handling, labor, electrical, decoration or other available auxiliary services. ALL REQUESTS FOR EXHIBIT SPACE MUST BE FOLLOWED IMMEDIATELY BY A DEPOSIT. (SEE "CANCELLATION OR REDUCTION" POLICY ON REVERSE SIDE OF CONTRACT.) CONTRACTS ARE NOT VALID UNTIL PAYMENT OF DEPOSIT IS RECEIVED BY NIELSEN BUSINESS MEDIA.

### FEE WORKSHEET

**Booth Space** \$ \_\_\_\_\_

**Open Corners** \$ \_\_\_\_\_

**TotalReach™** \$ \_\_\_\_\_  
(100% due with submission of contract)

**Total Contract Price** \$ \_\_\_\_\_

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**Payment**  25% Booth payment  
 50% Booth payment  
 100% Booth payment  
 100% Total Reach

**Deposit** \$ \_\_\_\_\_

## ACCEPTANCE

Please complete and fax this entire contract, to include pages 1, 3 and 4. A faxed copy will be accepted to reserve space, however, the deposit must be received by FlyFishing Retailer within 10 days of the faxed space reservation. Note that the receipt of this completed Exhibit Space Contract by FlyFishing Retailer is required in order to exhibit. This document constitutes a contract when signed by both the exhibitor and a FlyFishing Retailer representative.

## STEP 2: TOTALREACH PACKAGES

**TotalReach™ packages are only available to exhibitors purchasing exhibit booth space.** Please see package details attached on Page 5.

- \_\_\_ ① **TOTALREACH ENTRY PACKAGE**                      Package Price = **\$195**
- \_\_\_ ② **TOTALREACH NEW EXHIBITOR PACKAGE**                      Package Price = **\$600**
- \_\_\_ ③ **TOTALREACH BASE PACKAGE**                      Package Price = **\$1,090**
- \_\_\_ ④ **TOTALREACH DIRECT ACCESS**                      Package Price = **\$1,240**
- \_\_\_ ⑤ **TOTALREACH PLUS PACKAGE**                      Package Price = **\$1,490**
- \_\_\_ ⑥ **TOTALREACH MARKET LEADER PACKAGE**                      Package Price = **\$2,040**

## STEP 4: PAYMENT INSTRUCTIONS

FAX COMPLETED CONTRACT, COMPANY INFORMATION FORM AND PRODUCT LISTING FORM TO: **RYAN JOHNSON • FAX: 949/226-5688**  
**PHONE: 949/226-5721 • EMAIL: R.JOHNSON@NIELSEN.COM**

**IF PAYING BY CREDIT CARD INCLUDE CARD INFORMATION ON THIS CONTRACT WHEN YOU FAX BACK TO FLYFISHING RETAILER.**

**Check one**     MasterCard     Visa     American Express

Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_

Authorized Signature \_\_\_\_\_

Print name as it appears on card \_\_\_\_\_

**Card Holder's Address:** (must be same as credit card billing address)

\_\_\_\_\_

City/State \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Amount Authorized \$ \_\_\_\_\_

**OR** **IF PAYING BY CHECK:** Make checks payable to "FlyFishing Retailer." See remittance address below.

**MAIL CHECKS TO:**  
 Attn: FlyFishing Retailer  
 JP Morgan Chase  
 P.O.Box 88940  
 Chicago, IL 60695-1940

**OVERNIGHT CHECKS TO:**  
 FlyFishing Retailer  
 JPMorgan Chase  
 131 S. Dearborn, 6th Floor  
 Chicago, IL 60603  
 Attn: FlyFishing Retailer, Lockbox #88940

DO NOT COMPLETE BELOW THIS LINE—FOR EXPO MANAGEMENT USE ONLY

	<b>ACCOUNTING</b>	<b>DATE RECEIVED</b>
Application accepted by _____ Date _____		



# 2009 FlyFishing Retailer Exhibit Space Contract

## Terms and Conditions

**1. Defined Terms:** "Event" is the event referred to above or on the facing page and is owned, produced and managed by Nielsen Business Media, Inc. ("Nielsen"). "Exhibit Facility" means the venue where the Event is held. "Organizer" means, collectively, Nielsen, its officers, directors, shareholders, agents, affiliates, representatives, employees and assigns, unless the context requires otherwise. "Exhibitor" means, collectively, (i) the company or person that applied for exhibit space rental and agreed to enter into this contract upon acceptance by Nielsen in the manner stated below and (ii) each of its officers, directors, shareholders, employees, contractors, agents, representatives, guests and/or invitees, as applicable.

**2. Contract Acceptance:** This contract shall become binding and effective only when it has been signed on the facing page by Exhibitor and counter-signed on the facing page by a duly authorized representative of Nielsen.

**3. Assumption of Risks; Releases:** Exhibitor expressly assumes all risks associated with, resulting from or arising in connection with Exhibitor's participation or presence at the Event, including, without limitation, all risks of theft, loss, harm, damage or injury to or of any person (including death), property, business or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of God or otherwise. Exhibitor has sole responsibility for its property and any theft, damage or other loss to such property (whether or not stored in any courtesy storage area), including any subrogation claims by its insurer. Neither Organizer nor Exhibit Facility accepts responsibility, nor is a bailment created, for property delivered by or to Exhibitor. Neither Organizer nor Exhibit Facility shall be liable for, and Exhibitor hereby releases all of them from, and covenants not to sue any of them with respect to, any and all risks, losses, damages and liabilities whether described in this contract or not.

**4. Indemnification:** Exhibitor shall indemnify, defend (with legal counsel satisfactory to Nielsen), and hold Organizer and Exhibit Facility harmless from and against all claims, demands, suits, liabilities, damages, losses, costs, fees (including attorneys' fees) and expenses which result from or arise out of or in connection with: (a) Exhibitor's participation or presence at the Event; (b) any breach by Exhibitor of any agreements, covenants, promises or other obligations under this contract or any other contract, arrangement or agreement; (c) any matter for which Exhibitor is otherwise responsible under the terms of this contract or any other contract, arrangement or agreement; (d) any violation or infringement (or claim of violation or infringement) of any law or ordinance or the rights of any party under any patent, copyright, trademark, trade secret or other proprietary right; (e) any libel, slander, defamation or similar claims resulting from the actions of Exhibitor; (f) harm or injury (including death) to Exhibitor and the employees, guests, attendees and invitees of other exhibitors; and (g) loss of or damage to property or the business or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of God, theft, mysterious disappearance or otherwise.

**5. Limitation of Liability:** Under no circumstances shall Organizer or Exhibit Facility be liable for any lost profits or any damages including incidental, special, indirect, punitive or consequential damages whatsoever for any of their acts or omissions, whether or not advised of the possibility thereof. In no event shall Organizer's maximum liability under any circumstance exceed the amount actually paid to Nielsen by Exhibitor for exhibit space rental pursuant to this contract. Organizer makes no representations or warranties, express or implied, regarding the number of persons who will attend the Event or regarding any other matter. Nielsen or Exhibit Facility may employ reputable guards to regulate the flow of attendees at the Event. These guards are not security guards. Neither Organizer, nor Exhibit Facility, shall assume any responsibility for Exhibitor's, or anyone else's, personal or other property. As a condition of exhibiting at the Event, Exhibitor shall insure its property against damage, loss and theft.

**6. Qualifications of Exhibitor:** Nielsen, in its sole discretion, determines whether a prospective exhibitor is eligible to participate in the Event. Nielsen is generally not required to exhibit and shall supply product and services to the exhibitor at the time of the Event. Applicants may be required to submit a description of their business and the items to be exhibited. Nielsen reserves the right to restrict or remove any exhibit that Nielsen, in its sole discretion, believes is objectionable or inappropriate.

**7. Assignment of Space:** Exhibit space shall be assigned by Nielsen in its sole discretion for the Event. That assignment does not imply that similar space will be assigned for future Events. Nielsen reserves the right to change the floorplan or to move an Exhibitor to another booth location prior to or during the Event for any or no reason.

**8. Booth Placements:** Nielsen will attempt to honor all booth placements based on the previous Event if application and payment are made as required by Nielsen. However, Nielsen reserves the right to make alternative booth placement. Offers made as to location of space are not a guarantee. Nielsen shall be the final authority in assigning space. Nielsen may refuse acceptance of any contract for any or no reason. Nielsen reserves the right to determine the eligibility of any company or product for inclusion in the Event. No exhibitor shall exhibit or permit to be exhibited in the space allocated to it any merchandise other than that specified in its application. Nielsen further reserves the right to add, alter or delete from the Event's floorplan at any time in its sole discretion.

**9. Cancellation by Exhibitor:** If Exhibitor desires to cancel this contract, Exhibitor may only do so by giving notice thereof in writing sent to Nielsen with evidence of receipt. In such case, Exhibitor will continue to be liable for the fees as outlined in this contract and to the dates payments are due. Because these dates are related to the Event dates and not to the date of this contract, these dates shall apply regardless of the date on which this contract is executed. This amount is considered to be liquidated and agreed upon damages, for the damages Nielsen will suffer as a result of Exhibitor's cancellation. This provision for liquidated and agreed upon damages is not a penalty. Exhibitor understands that the withdrawal of the space reserved from availability for a time when other parties would be interested in applying for it will cause Organizer to sustain damages. In that case, Organizer's damages will be substantial, but they will not be capable of determination with mathematical precision. Therefore, the provisions for liquidated and agreed upon damages have been incorporated into this contract as a valid pre-estimate of these damages. The date of cancellation shall be the date Nielsen receives the notice. Nielsen reserves the right to treat Exhibitor's downsizing of booth space as cancellation of the original contract subject to payment of liquidated damages and an offer to purchase new booth space and pay the full fee required for the new booth space. Exhibitor may be required to move to a new location if it requests a downsizing of space.

**10. Cancellation by Nielsen:** If Exhibitor fails to make a payment required by this contract in a timely manner, Nielsen may terminate this contract (and Exhibitor's participation in the Event) without further notice and without obligation to refund any monies previously paid. Nielsen 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 Organizer. Nielsen is expressly authorized (but has no obligation) to occupy or dispose of any space vacated or made available because of action taken under this paragraph in any manner it desires, and without releasing Exhibitor from any liability hereunder. Nielsen may also terminate this contract effective upon written notice of termination if Exhibitor breaches any of its obligations under this contract or any other contract or arrangement with Organizer, without limitation of Nielsen's right to refund any payments previously made and without releasing Exhibitor from any liability arising as a result of or in connection with such breach. If Nielsen removes or restricts an exhibit that Nielsen considers to be objectionable or inappropriate, no refund will be due to Exhibitor.

**11. Cancellation of the Event:** If Nielsen cancels the Event due to circumstances beyond the reasonable control of Nielsen (such as acts of God, acts of war, governmental emergency, labor strike or unavailability of Exhibit Facility), Nielsen shall refund to Exhibitor its exhibit space rental payment previously paid, minus a share of costs and expenses incurred by Organizer, in full satisfaction of all liabilities of Organizer and Exhibit Facility to Exhibitor. Nielsen reserves the right to cancel, rename or relocate the Event or change the Event dates. If Nielsen changes the name of the Event, relocates the Event to another facility within the same city, or changes the Event dates that are not more than 30 days earlier or 30 days later, no refund will be due to Exhibitor, but Nielsen shall assign to Exhibitor, in lieu of the original space, other space as Nielsen deems appropriate and Exhibitor agrees to use that space under the terms of this contract. If Nielsen elects to cancel the Event other than for a reason previously described in this paragraph, Nielsen shall refund to Exhibitor its entire exhibit space rental payment previously paid, in full satisfaction of all liabilities of Organizer and Exhibit Facility to Exhibitor.

**12. Exhibit Space Occupancy:** Nielsen shall specify the hours and dates for installing, occupying and dismantling exhibits. If Exhibitor fails to begin installing its display in its assigned space 24 hours prior to Event opening or leaves its space unattended at any time during the Event, Nielsen shall have the right to take possession of the space, terminate this contract and no refund will be due to Exhibitor even if Nielsen resells the space. All exhibits must be open for business at all times during the Event. If Exhibitor, through circumstances beyond control, is delayed in arrival or set-up, it must notify the appropriate Nielsen contact immediately.

**13. Event Set-Up, Removal and Hours:** Information on the Event set-up, installation, removal and hours will be provided to you separately. Please make note of the following:  
 (a) Only Exhibitor will be permitted in its booth 2 hours prior to published "Event Open Times."  
 (b) Exhibitor must leave its booth no later than 60 minutes after official closing time.  
 (c) No staff of the Exhibit Facility has any authority in regard to exhibits, or in exhibit area other than authorized security personnel.  
 (d) No one under 16 years of age admitted on the show floor during move-in/out days of the Event.  
 (e) Exhibits must remain open in accordance with the schedule published prior to the Event or as amended by Nielsen. NO BREAKDOWN or DISMANTLING OF EXHIBITS will be permitted before the Event officially closes down. If Exhibitor infringes this rule, it will be assessed a fee of \$500 and may be banned from future Events.

**14. Listings and Promotional Materials:** Exhibitor grants to Organizer a fully paid, perpetual non-exclusive license to use, display and reproduce the name, trade names, product names of Exhibitor in any directory (print, electronic or other media) listing exhibitors at the Event and to use those names in Organizer promotional materials. Organizer shall not be liable for any errors in any listing or descriptions or for omitting Exhibitor or any other exhibitor from any directory or other lists or materials. Organizer may also take photographs of Exhibitor's booth space, exhibit, guests and personnel during, before or after the open hours of the Event and use those photographs for any promotional purpose.

**15. Care of Exhibit Facility:** Exhibitor shall promptly pay for any and all damages to Exhibit Facility or associated facilities, booth equipment or the property of others caused by Exhibitor.

**16. Taxes and Licenses:** Exhibitor shall be solely responsible for obtaining all licenses, permits or approvals under federal, state or local laws applicable to its activities. Exhibitor shall be solely responsible for obtaining any necessary tax identification numbers and permits and for paying all taxes, license fees, use fees, royalties or other fees, charges, levies or penalties that become due to any governmental authority in connection with its activities at the Event. Exhibitor will not permit the delivery of merchandise at the Exhibit Facility without the express permission of Nielsen.

**17. Insurance:** Exhibitor shall, at its own expense, secure and maintain through the term of this contract, including move-in

and move-out days, the insurance listed below. The insurance shall be primary to any other valid and collectible insurance of Exhibitor and shall be written on an occurrence basis. Claims made policies are not acceptable and do not constitute compliance with Exhibitor's obligations under this paragraph.

- Workers' compensation insurance;
- Comprehensive general liability insurance with limits not less than \$1,000,000 per occurrence, \$2,000,000 in the aggregate, combined single limit for bodily injury and property damage, including coverage for personal injury, contractual, and operation of mobile equipment, products and liquor liability (if applicable); and
- Automobile liability insurance with limits not less than \$500,000 per occurrence, combined single limit for bodily injury and property damage, including coverage for owned, non-owned and hired vehicles, including loading and unloading operators (if applicable).

The insurance policies shall name as additional insureds Nielsen Business Media, Inc., the Exhibit Facility, and each of their subsidiaries, affiliates, officers, directors, employees, agents and representatives. If requested, copies of additional insured endorsements, primary coverage endorsements and complete copies of policies, satisfactory to Nielsen, shall be furnished to Nielsen. Certified copies of the certificates of insurance or policies shall provide that they may not be cancelled without 30 days' advance written notice to Nielsen.

**18. Intellectual Property:** Exhibitor shall not play or permit the playing or performance of, or distribution of any copyrighted material at the Event unless it has obtained all necessary rights and paid all required royalties, fees or other payments. Nielsen may refuse to permit Exhibitor to exhibit or display any items that Nielsen reasonably believes infringe the rights of other parties. If Exhibitor refuses to remove any of those items from display, in addition to any other remedies available, Nielsen may terminate this contract immediately and evict Exhibitor from the Event without any liability to Exhibitor or any other party.

**19. Observance of Laws:** Exhibitor shall abide by and observe all federal, state and local laws, codes, ordinances, rules and regulations, and all rules and regulations of the Exhibit Facility (including any union labor work rules). Without limiting the foregoing, Exhibitor shall construct its exhibits to comply with the Americans with Disabilities Act.

**20. Additional Terms and Conditions:** Nielsen has sole control over attendance policies. Except as provided to the contrary in this contract, all monies paid by Exhibitor shall be deemed fully earned and non-refundable at the time of payment. Exhibitor shall conform to itself at all times in accordance with professionalism and normal standards of decorum and good taste. In addition to its right to close an exhibit and withdraw acceptance of or terminate the contract, Nielsen in its sole judgment and discretion may refuse to consider for participation in future Events an Exhibitor who violates or fails to abide by the contract and any of the accompanying rules and regulations. Any amendment to this contract must be in writing and signed by an authorized representative of Nielsen. Exhibitor shall not assign this contract or any right or obligation hereunder. Exhibitor shall not sublet or license all or any portion of its exhibit space. By entering into this contract, Exhibitor and its affiliates explicitly consent to receive fax, telephone and other communications from Organizer and associated businesses under 47 U.S.C. § 227 and any other applicable regulations. The use of cameras and video cameras on the exhibit floor is strictly prohibited without the prior permission of Nielsen.

**21. Exhibitor Service Manual:** Prior to the Event, Nielsen will provide access to an Exhibitor Service Manual to the "Primary Contact" listed on the front of this contract. The Exhibitor Service Manual will include information integral to participation at the Event, including but not limited to: additional exhibitor rules and regulations, official contractor order forms, registration, shipping and drayage, utilities and building services, exhibitor display rules, and move-in, move-out schedules.

**22. Incorporation of Rules and Regulations:** Any and all matters pertaining to the Event and not specifically covered by the terms and conditions of this contract shall be subject to determination by Nielsen in its sole discretion. Nielsen may adopt rules or regulations from time-to-time governing such matters and may amend or revoke them at any time, with or without notice to Exhibitor. Any rules and regulations (whether or not included in an Exhibitor Service Manual or similar document) are an integral part of this contract and are incorporated herein by reference. Exhibitor shall observe and abide by additional regulations made by Nielsen as soon as these additional rules or regulations are communicated to Exhibitor.

**23. Governing Law:** This contract is governed by the laws of the State of New York as applied to contracts entered into and to be entirely performed within New York by its residents. Exhibitor hereby submits to the exclusive jurisdiction of the courts located in New York County, NY, which shall constitute the exclusive forum for the resolution of any and all disputes involving the parties or arising out of, connected with or related to this contract or the breach of any provision of this contract. Exhibitor waives any right to assert lack of personal or subject matter jurisdiction and agrees that venue properly lies in New York County, NY.

**24. Outside Exhibits/Hospitality Suites:** Exhibitor is prohibited, without express advance written approval from Nielsen, from displaying products/services and/or other advertising material in areas outside its booth space such as, but not limited to, parking lots, hotel lobbies, lounges, corridors, sleeping rooms, etc., as well as conducting unauthorized facility tours. Exhibitor shall not operate hospitality suites during hours in which the Event is open or when any Organizer-sponsored activities are being held. Exhibitor is prohibited from hosting hospitality functions during official Event hours. All requests for a hospitality suite or public function space must be made through Nielsen. If Exhibitor cancels or fails to occupy the exhibit space during official Event hours, Nielsen reserves the right to notify the applicable venue to cancel any hospitality space and/or hotel guest rooms under Exhibitor's name. Exhibitor shall remain liable for the payments made to the hotel or applicable venue.

**25. Contractor Services:** Nielsen has contracted, on an exclusive basis, official contractors to provide certain services for the Event. Service companies other than the official contractors will not be allowed to perform any of these exclusive services. Non-exclusive services may be performed by exhibitor-appointed contractors ("EAC") within certain guidelines. A complete listing of exclusive services and EAC guidelines will be provided in the Exhibitor Service Manual.

**26. Character of Displays; Use of Aisles and Common Areas:** Distribution of samples, printed matter of any kind and any promotional material is restricted to the exhibit booth. Exhibitor shall only exhibit products that it manufactures, represents or legally distributes. All exhibits shall display products or services in a tasteful manner. The aisles, passageways and overhead spaces remain strictly under control of Nielsen and no signs, decorations, banners, advertising material or special exhibits will be permitted in the aisles except by written permission of Nielsen. Uniformed attendants, models and other employees of Exhibitor must remain within its booth. Any and all advertising distribution must be made from Exhibitor's booth space. Balloons and stickers are prohibited in the exhibit area or Exhibit Facility. Handouts with gummed backing that adhere or cause adhesion are considered stickers. Equipment must be arranged so that show visitors do not stand in the aisle while examining equipment or watching demonstrations. Strolling entertainment or moving advertisements outside of Exhibitor's exhibit space are prohibited.

**27. Sound Devices:** The use of devices for mechanical reproduction of sound or music may or may not be permitted in Nielsen's sole discretion. Sound of any kind must not be projected outside of the exhibit booth. Exhibitor is specifically prohibited from employing any carnival-type attraction, animal or human, or from operating noise-creating devices such as bells, horns or megaphones. Rules regarding sound devices are outlined in the Exhibitor Service Manual.

**28. Fire and Safety Laws and Rules:** All federal, state and city laws must be strictly observed. A listing of material fire and safety regulations will be found in the Exhibitor Service Manual. All materials used for display of any kind must be flame proofed. This includes all materials used in specially constructed exhibits such as fabric or other materials. The use of crepe paper and any decorative paper of any type are prohibited and will not be permitted. Displays must meet all the required fire regulations. Displays that do not pass inspection will be ordered closed until all fire hazards are corrected or removed. All booth equipment (i.e., tables, chairs, displays, etc.) must not protrude into aisles under any circumstance. Exhibitor may be prohibited from exhibiting for infringing these rules.

**29. Sub-Letting:** No sub-letting or sharing of exhibit space will be permitted.

**30. Freight Shipment:** Separate information will be mailed to Exhibitor regarding freight shipments to and from the Exhibit Facility. Exhibitor should use the shipping labels provided by Nielsen for the Event to ensure proper shipment and identification. Shipments made in advance to the authorized Event contractor, as per instructions, will be delivered to your booth. At close of event, if Exhibitor desires to arrange shipment of its exhibit materials by its own carrier, it should call for pick-up and inform the Event's authorized contractor of its arrangements. EXHIBITOR MUST WAIT IN PERSON FOR PICK-UP. If Exhibitor does not remain in booth/exhibit area for the pick-up or if the pick-up does not occur within reasonable time, the authorized contractor may take the shipment to the contractor's warehouse at Exhibitor's own risk and expense. Exhibit merchandise and/or samples will not be permitted to be taken out of the exhibition area during the Event.

**31. Solicitations:** The following sales are strictly prohibited during the Event:  
 (a) Any retail sales including, but not limited to, any retail sale in violation of the retail sales tax regulations where the Event is being held.  
 (b) Any sale where display merchandise changes hands during the Event.  
 (c) Any direct sale from Exhibitor to consumer. The Event is strictly TO THE TRADE ONLY.

**32. Rights of Offset; Enforcement:** Nielsen reserves the right, in its sole discretion, to apply any or all payments made to the Event to any or all outstanding invoices owed to Organizer. This applies to ad insertions, sponsorships, booth space, or any other product or services offered by Organizer.

**33. Entire Agreement:** This contract (including the Exhibitor Service Manual and any additional rules or regulations adopted by Nielsen from time-to-time) represents the entire agreement between Nielsen and Exhibitor relating to the Event and supersedes any prior written or oral understandings, agreements or representations by or between Nielsen and Exhibitor relating to the Event.

**34. Logo Usage:** Organizer hereby grants to Exhibitor a limited non-exclusive license to use, display and reproduce the name of the Event (the "Mark") solely and directly in connection with exhibiting at the Event. Exhibitor may not use the Mark in any other way, including but not limited to, on party invitations, for special events or on marketing materials. This limited license expires at the conclusion of the Event. Organizer may terminate this license immediately at any time for any reason or no reason.

**35. Booth Abandonment:** Exhibitors that leave excessive literature and/or display materials in their booth space or surrounding area at the end of the published move-out time will be deemed guilty of "Material Abandonment" and will be invoiced for labor to remove materials and disposal charges.



# 2009 FlyFishing Retailer Product Categories

SEPTEMBER 10-12, 2009

COLORADO CONVENTION CENTER • DENVER, COLORADO

## DESCRIPTION OF PRODUCTS TO BE DISPLAYED

Check the categories below that describe those products and services that you will display.  
This information will appear in the Official 2009 FlyFishing Retailer Show Guide.

COMPANY NAME \_\_\_\_\_

- |   |  |
|---|--|
| <input type="checkbox"/> Accessories            | <input type="checkbox"/> Hydration                   |
| <input type="checkbox"/> Apparel                | <input type="checkbox"/> Instructional Aids          |
| <input type="checkbox"/> Association            | <input type="checkbox"/> Leaders/Tippetts            |
| <input type="checkbox"/> Bags/Luggage/Rod Cases | <input type="checkbox"/> Lines                       |
| <input type="checkbox"/> b2b or .com            | <input type="checkbox"/> PFDs                        |
| <input type="checkbox"/> Boats/Floats           | <input type="checkbox"/> Publications/Books/Videos   |
| <input type="checkbox"/> Boots                  | <input type="checkbox"/> Retail Technology           |
| <input type="checkbox"/> Components             | <input type="checkbox"/> Reels                       |
| <input type="checkbox"/> Destination            | <input type="checkbox"/> Rods/Rod Building Materials |
| <input type="checkbox"/> Flies/Fly Tying        | <input type="checkbox"/> Sunglasses                  |
| <input type="checkbox"/> Footwear               | <input type="checkbox"/> Store Fixtures              |
| <input type="checkbox"/> Gifts/Collectibles     | <input type="checkbox"/> Tools                       |
| <input type="checkbox"/> Government Agency      | <input type="checkbox"/> Travel Services             |
| <input type="checkbox"/> Guide/Outfitter        | <input type="checkbox"/> Vests                       |
| <input type="checkbox"/> Head Lamps             | <input type="checkbox"/> Waders                      |
| <input type="checkbox"/> Headwear               | <input type="checkbox"/> Water Purifiers             |
| <input type="checkbox"/> Hooks                  |  |

Must be returned with your contract



# 2009 Company Information Form

*In order to facilitate your booth assignment at FlyFishing Retailer, we're asking for some additional information that will help our team secure the space in the show that will best serve your company's needs. This information is for FlyFishing Retailer Show Management only, and is strictly confidential. Please complete the Company Information Form and return this along with your Booth Contract and Booth Deposit.*

**Exhibiting Company Information (For Show Guide/Directory):**

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Brands Represented: \_\_\_\_\_

**Please list your primary objectives for exhibiting at FlyFishing Retailer:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Please list your top three retail accounts:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Other than your top three, please list three retail accounts (including store name, buyer's name) that you would like to see at the show:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Please list your top three competitors:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Please provide a description of the products and services you provide to retailers and shops:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Please provide information on the following:**

**Booth Configuration (e.g. peninsula, island, inline, etc.)** \_\_\_\_\_

**Size Options (flexibility in booth size)** \_\_\_\_\_

**Desired Neighbors** \_\_\_\_\_

**While FlyFishing Retailer is not able to accommodate every request,  
we will take the above information into consideration.**

**Please fax this form with your exhibit space contract to 949/226-5688**



# 2009 TotalReach Packages



Reach your customers before, during and after the show with the FlyFishing Retailer TotalReach Program. TotalReach is your pre-show, at-show, and post-show market solution.

TotalReach offers integrated multimedia packages to help you exceed your revenue goals. By utilizing FlyFishing Retailer's diverse offerings - highly trafficked website and online tools, proven on-site signage and sponsorship opportunities and print publications - you will be able to position your products and services in front of the industry's most sought after buyers.

**Grow your business with TotalReach - it will develop product and brand awareness faster than a booth alone!**

## 1 TOTALREACH ENTRY PACKAGE\*

Upgrading your online directory listing enhances your presence at FlyFishing retailer. Help attendees learn about your company and booth location leading up to the show and highlight your presence to retailers, buyers and media during the event.

Enhanced Exhibitor Listing Online **Value = \$195**

## 2 TOTALREACH NEW EXHIBITOR PACKAGE\*

SAVE  
\$290

This package has been created to provide new exhibitors with a simple and cost effective way to introduce their brand to the Market, and bring what's new directly to the eyes of the dealers.

Enhanced New Exhibitor Listing Online **\$195**  
Online Product Showcase **\$195**  
Swag Giveaway **\$500**

**Value = \$890**  
**Package Rate = \$600**

## 3 TOTALREACH BASE PACKAGE\*

SAVE  
\$200

The TotalReach Base Package is a quick and affordable way to put your brand in front of all the fly dealers in our show universe. In addition to an online product showcase, enhanced online listing with logo and company description and inclusion in an HTML product showcase e-mail, you'll also receive expanded onsite branding in the form of a company logo floor graphic prominently positioned in front of your booth.

Online Product Showcase **\$195**  
Enhanced Exhibitor Listing Online **\$195**  
Co-Sponsor Onsite Floorplan **\$400**  
Onsite Floor Graphic (2' x 3' Company Logo) **\$500**

**Value = \$1,290**  
**Package Rate = \$1,090**

\* TotalReach packages are sold per show cycle.

### Pre-Show

- Reach customers before your competitors
- Tap into show dollars before buyers arrive

### At-Show

- Separate yourself from the competition
- Gain new customers
- Increase sales

### Post-Show

- Generate buzz after the event
- Generate business from people who missed your booth

\* Show cycle begins within 14 days of receiving creative and ends six months after.

## 4 TOTALREACH DIRECT ACCESS\*

SAVE  
\$400

TotalReach™ Direct Access is a targeted delivery of your message directly to the retailers you want to reach. Reach buyers in a dedicated direct mailing to 500+ targeted retailers of your choice in a co-branded postcard, online and in the dedicated product showcase email campaign, as well as prominent show signage at the FlyFishing Retailer show.

Online Product Showcase **\$195**  
Enhanced Exhibitor Listing Online **\$195**  
Co-Branded Postcard **\$750**  
Co-Branded Meterboard **\$500**

**Value = \$1,640**  
**Package Rate = \$1,240**

## 5 TOTALREACH PLUS PACKAGE\*

SAVE  
\$400

Enhance and expand your market presence online and at the show. Tradeshow marketing experts all agree that promoting your market presence before, during and after the event is the most important investment you can make to ensure your success. The Total Reach Plus Package expands your onsite presence and maximizes your online exposure.

Online Product Showcase **\$195**  
Enhanced Exhibitor Listing Online **\$195**  
Casting Pond Banner **\$400**  
Co-Branded Meterboard **\$500**  
Web Banner Ad on www.flyfishingretailer.com **\$600**

**Value = \$1,890**  
**Package Rate = \$1,490**

## 6 TOTALREACH MARKET LEADER PACKAGE\*

SAVE  
\$500

Give your company the attention it deserves with the TotalReach™ Market Leader package. Reach buyers before, during and after the show with your expanded presence on FlyFishingRetailer.com and onsite with the printed onsite floor plan, meter board signs and casting pond banner.

Online Product Showcase **\$195**  
Enhanced Exhibitor Listing Online **\$195**  
Co-Sponsor Onsite Floorplan **\$400**  
Co-Branded Meterboard **\$500**  
Onsite Casting Pond Bannerboard (2.5' x 8') **\$500**  
Web Leaderboard Ad on www.flyfishingretailer.com **\$750**

**Value = \$2,540**  
**Package Rate = \$2,040**

Upon receipt of contract you will receive a complete specification sheet for your TotalReach Package.