



EMPIRE FARM DAYS

August 1-2-3, 2024

The Summer Farm Show for the Northeast!

Thursday 9-4 • Friday 9-4 • Saturday 9-4

Palladino Farms - • 3149 Sweet Road, Pompey, NY 13138

**Don't Miss Your
Chance to Exhibit!**

Contact Your **Country Folks
Sales Representative or
Call 800-218-5586**



Empire Farm Days is Produced by Lee Trade Shows, Inc. a division of Lee Newspapers, Inc.

The Proud Publishers of Country Folks Weekly Farm Newspapers & Country Folks Grower Monthly Horticultural Publication
PO Box 121, Palatine Bridge, NY 13428 • 800-218-5586

www.empirefarmdays.com

**Lee
Newspapers Inc.**
TRADE PAPERS • TRADE SHOWS

Insurance Requirements

August 1, 2, 3, 2024 • Thursday 9-4, Friday 9-4, Saturday 9-4
Palladino Farms • 3149 Sweet Road, Pompey, NY 13138

Dear Exhibitor,

Below you will see a sample of the Acord Certificate of Liability Insurance form, which is one of the requirements of being an exhibitor in the show. This certificate can be obtained through your insurance company. Please have them email it to mpedro@leepub.com, fax it to 518-673-3245 or mail it to Lee Trade Shows, PO Box 121, Palatine Bridge, NY 13428. Be sure to specify which Trade Show the insurance form represents. (i.e.: Keystone Farm Show, Virginia Farm Show, Empire Farm Days, Hard Hat Expo).

If you have any further questions, please feel free to contact us at **800-218-5586**. Thank you!

OP ID: KK

DATE (MM/DD/YYYY):
12/20/2012

ACORD CERTIFICATE OF LIABILITY INSURANCE

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Consolidated Underwriting Alli 37715 Pentbrooke Livonia, MI 48152 Denise M. McHenry, CIC, AALUC	Phone: 734-402-2430 Fax:	CONTACT NAME: PHONE (A/C, H/O, Ext): FAX (A/C, H/O): E-MAIL: ADDRESS: CUSTOMER ID: JUBIL-2
---	---	---

INSURER(S) AFFORDING COVERAGE

INSURER A: Hanover Insurance Co.	NAIC #
INSURER B: Citizens Insurance Company	
INSURER C: Allmerica Financial Benefit	
INSURER D:	
INSURER E:	
INSURER F:	

Your Company Information

COVERAGES	CERTIFICATE NUMBER:	REVISION NUMBER:
-----------	---------------------	------------------

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INS. LITE	TYPE OF INSURANCE	ADDL. SUBS. INSR. W/O	POLICY NUMBER	POLICY EFF. DATE (MM/DD/YYYY)	POLICY EXPI. DATE (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY CLAIMSMADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLICABLE TO POLICY	X	OHB7939388	04/07/2012	04/07/2013	EACH OCCURRENCE \$ 1,000,000 SUM OF TO RETIRE CLAIMS (Per occurrence) \$ 300,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMPOF AGG \$ 2,000,000
C	<input checked="" type="checkbox"/> AUTOMOBILE LIABILITY ANY AUTO <input checked="" type="checkbox"/> ALL OWNED AUTOS <input checked="" type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS		AWB8888937	01/13/2012	01/13/2013	COVERED SINGLE LIMIT (Per accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
A	<input checked="" type="checkbox"/> UMBRELLA LIA \$ <input checked="" type="checkbox"/> EXCESS LIA \$ CLAIMSMADE DEDUCTIBLE RETENTION: \$		OHB7939388	04/07/2012	04/07/2013	EACH OCCURRENCE \$ 4,000,000 AGGREGATE \$ 4,000,000
B	<input checked="" type="checkbox"/> WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPERTY OR PERSONS RESIDENTIAL OFFICIALS/REGULATORY EXCLUDED (Mandatory in NY) YES SECTION UNDER DESCRIPTION OF OPERATIONS BELOW	Y/N NTA	W7B7939308	04/07/2012	04/07/2013	<input checked="" type="checkbox"/> POL. STAT. - TOW. LIMITS E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - 64 HRS/LYR \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000

Additional Insured:
EMPIRE FARM DAYS and Palladino Farms - Heritage Hill Brewhouse

CERTIFICATE HOLDER Trade Show Division Lee Newspapers, Inc 6113 State Highway 5 Palatine Bridge, NY 13428	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE Denise M. McHenry, CIC, AALUC
--	---

© 1988-2009 ACORD CORPORATION. All rights reserved.

ACORD 25 (2009/09) The ACORD name and logo are registered marks of ACORD



Reserve Your Space Now in the Official Show Program for Empire Farm Days!

EMPIRE FARM DAYS AUGUST 3-4-5, 2023

The Show Program and Pre-Show Issue will be published on Monday, July 24 with an ad deadline of Thursday, July 13. This issue will have the complete Show Program including exhibitor list, maps of the show and schedule of events. This is the issue that show attendees use to plan their visit. According to Trade Show News Network, 74% of show attendees plan out the visit in advance. Make sure you make their list! If you have any trade show specials, this is where you want to let the attendees know what they are.

The Show Issue of Country Folks will be published on Monday, July 31 with an ad deadline of Tuesday, July 25. This issue will have extra circulation at the show.

If you repeat your ad from the pre-show issue, your ad will be 25% off.

All ads include full color.

Full Page10.25" wide x 13" tall\$1850
Junior Page8.5" wide x 11" tall\$1550
Half Page (Horizontal)10.25" wide x 6.25" tall\$975
Half Page (Vertical)5" wide x 13" tall\$975
Quarter Page5" wide x 6.25" tall\$500



**ADDED VALUE
OF \$525⁰⁰**

ALL ADS INCLUDE:

- **A video that you supply for our website**
- **1 e-newsletter ad**
- **2 Facebook postings on any of our Facebook pages**
(Country Folks, Country Folks Grower, Country Culture, Keystone Farm Show, Virginia Farm Show, Empire Farm Days)

CONTACT US NOW TO RESERVE YOUR SPACE IN THIS SPECIAL ISSUE!

Country Folks is the Official Publication of Empire Farm Days!
empirefarmdays.com • countryfolks.com • leepub.com • info@leepub.com

Published by Lee Newspapers Inc



Sponsorship Opportunities

Only available to exhibitors

August 1, 2, 3, 2024 • Thursday 9-4, Friday 9-4, Saturday 9-4

Palladino Farms • 3149 Sweet Road, Pompey, NY 13138

SHOW BAG SPONSORSHIP

☐ **EXCLUSIVE \$1,100**

1. Sponsor supplies 10,000 bags inserted by the exhibitor with 2 of their promo pieces. Bags to be distributed at the show entrance.
2. Publicity in all show related advertising in all of the Country Folks publications.
3. Your company logo on the Empire Farm Days website.

PORTA POTTY SIGN SPONSORSHIP

- ☐ **\$1,000** 11x17 Laminated ads will be placed in each of the 100 porta potty's used at the show assuring visibility to a captive audience.

BENCH SPONSORSHIP

- ☐ **\$1,000** Have your company name on all 13 benches to placed throughout the show.

BOTTLED WATER SPONSORSHIP

- ☐ **\$1,000** Have your company name on bottled water being given away at ten places throughout the show. Sponsor supplies bottled water

GUSS THE BULL PHOTO SPONSORSHIP

Guss the Bull will be at the show in Frisbie Welding's booth for attendees to have the picture taken with him. Sponsor all 3 days or choose your day.

☐ **\$2,500 FOR ALL 3 DAYS**

- ☐ **TUESDAY \$1,000** ☐ **WEDNESDAY \$1,000** ☐ **THURSDAY \$1,000**

SKID STEER RODEO SPONSORSHIPS

Empire farm days championship skid steer rodeo will be held August 1, 2024 from 9am to 2pm. Contestants will compete on a "luck of the draw" chosen machine to win \$500 for the fastest clean time (no penalties). The first 100 contestants will receive \$20 cash once they complete the course. All contestants will receive a swag bag full of exhibitor promo items. **ALL CONTESTANTS MUST BE 18 YEARS OF AGE AND ABLE TO PROVE IT**

☐ **DIAMOND - EXCLUSIVE \$5,000**

1. \$1,500 prize and participation money donor.
2. Billing in all rodeo related ads, posters and advertising as the Exclusive Diamond Level Sponsor.
3. All signage for the event at the show will give you top billing.
4. 2 Pieces and listing on the swag bags given to contestants.

☐ **EMERALD - EXCLUSIVE \$2,500**

1. \$1,000 prize and participation money donor.
2. Billing in all rodeo related ads, posters and advertising.
3. All signage for the event at the show will list you as Exclusive Emerald Sponsor.
4. 2 Pieces and listing on the swag bags given to contestants.

☐ **RUBY \$1,000**

1. \$500 prize and participation money donor.
2. Billing in all rodeo related ads, posters and advertising.
3. 2 Pieces and listing on the swag bags given to contestants.

☐ **TROPHIES \$500**

1. Publicity on all rodeo related brochures, posters and advertising
2. Your company name listed as the trophy sponsor on all trophies / plaques. We order and deliver.

☐ **CONTESTANT SWAG BAG \$250**

- 150 Cloth bags with sponsor names listed.
Each sponsor can put 2 logo'd giveaway items in each bag.
Bags Supplied by Empire Farm Days.

Exhibiting Co. _____

Signature _____ Title _____

Address _____ Phone _____

City _____ State _____ Zip _____ Fax Number _____

CREDIT CARD NUMBER: _____ Expiration Date: _____

Name on Card: _____ Security Code: _____ Amount to Charge: \$ _____

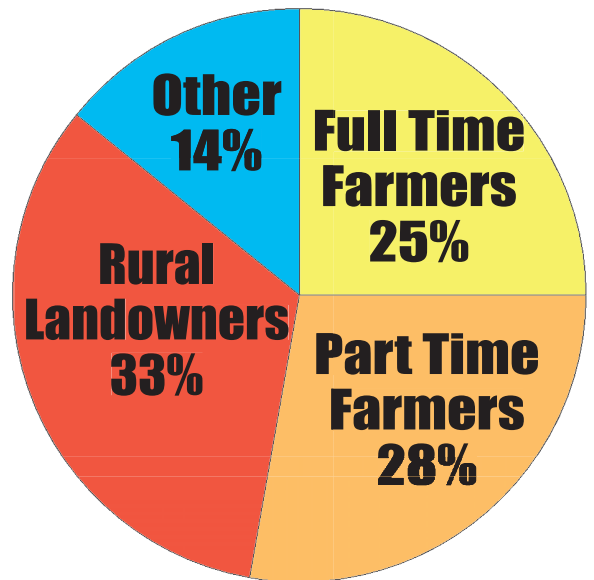


Empire Farm Days

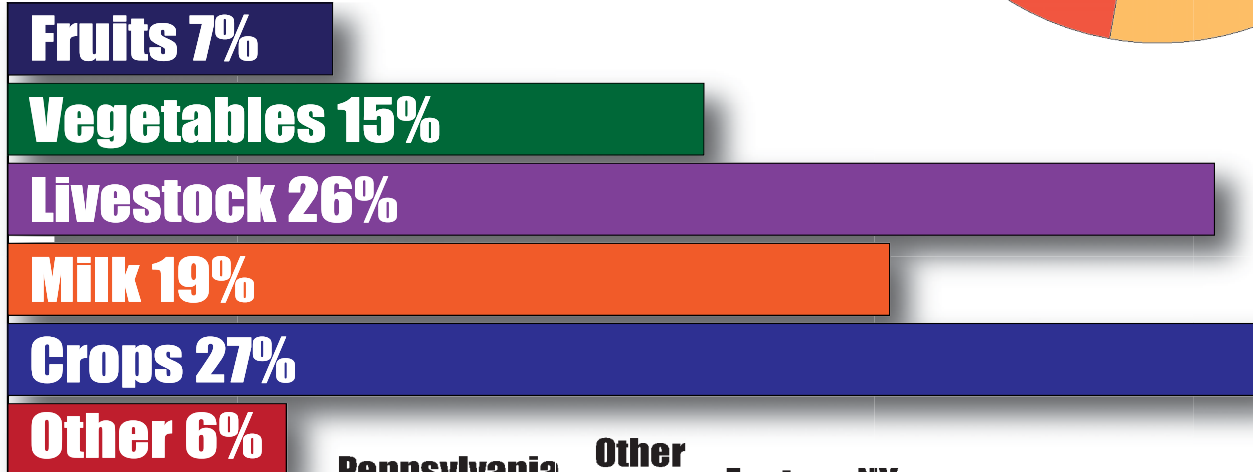
August 1-2-3, 2024

2023 Empire Farm Days Attendee Demographics

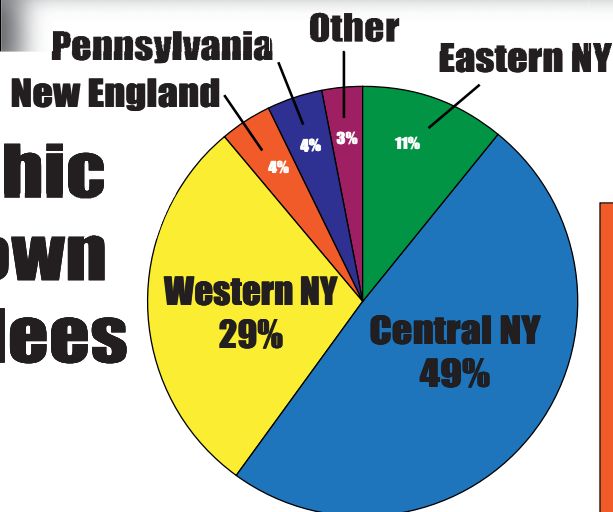
17,200
Registered Attendees



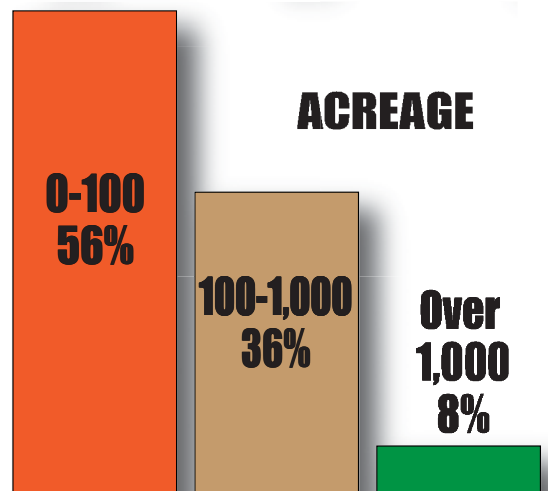
PRIMARY COMMODITY



Geographic Breakdown of Attendees



ACREAGE



FOR MORE INFORMATION
Contact Your **Country Folks**
Representative or call 800-218-5586

SWEET ROAD
ENTRANCE
TO PARKING

SWEET ROAD

SWEET ROAD

PARKING

PARKING

Heritage Hill
Brewery
and BBQ

EMERGENCY ROUTE

LOADING DOCK

SHOW ACCESS

2024 EFD MAP

EMT
STATION

HANDICAP PARKING

E
EMERGENCY

1 2 3 4 5 6 7 8 9 10 11 12

Heritage Hill Lane North

100	106	115
100x100	50x50	100x100
145	140	135
50x50	50x50	100x50

Landowner Lane North

200	206	215
100x50	50x50	100x100
250	240	
100x50	50x50	

Lakeview Lane North

315	316	320
50x50	50x50	100x100
359	357	353
50x50	50x50	50x50

GOLF
CART
RENTALS

Country Folks Way

Heritage Hill Lane

130	100x50
210x60	100x50
TENT A	135
	100x50

Landowner Lane

230	75x100
210x60	
TENT B	

Lakeview Lane

420	300x100
-----	---------

Frederick W. Lee Lane

PARKING

Palladino Farms Way

E
EMERGENCY

E
EMERGENCY

1 2 3 4 5 6 7 8 9 10 11 12

Heritage Hill Lane North

100	106	115
100x100	50x50	100x100
145	140	135
50x50	50x50	100x50

Landowner Lane North

200	206	215
100x50	50x50	100x100
250	240	
100x50	50x50	

Lakeview Lane North

315	316	320
50x50	50x50	100x100
359	357	353
50x50	50x50	50x50

Frederick W. Lee Lane

420	300x100
-----	---------

Headlands Lane

515	520	525
100x100	100x100	100x100
SHOW	OFFICE	

Pompey Lane

615	625
150x100	75x50
SOLID STEER	RODIO
	100x50

Freedom Lane

718	720	722
100x100	100x100	100x100

Nunzio Palladino Lane

Children's
Activities

Food
Truck
Cold
Storage
Hot
Dogs
Food
Tent
Food
Truck
Food
Truck
Food
Truck

325	328	334	336	345	348
50x50	50x50	100x50	50x50	50x50	100x50

Frederick W. Lee Lane South

422	424	426	428	435	440
100x100	100x100	50x50	75x50	75x50	50x50
451	453	455	457	458	462
50x50	50x50	50x50	50x50	50x50	50x50

Headlands Lane South

530	535	540	543	545	549
100x100	100x50	75x50	75x50	50x50	50x50
561	562	565	568	571	575
50x50	50x50	50x50	50x50	50x50	50x50

Pompey Lane South

630	635	640	644	648	652
100x100	100x100	50x50	50x50	50x50	50x50
665	667	668	669	669	669
50x50	50x50	50x50	50x50	50x50	50x50

Freedom Lane South

725	730	732	734	736	740
100x100	100x100	50x50	50x50	50x50	50x50
753	758	761	764	764	764
50x50	50x50	50x50	50x50	50x50	50x50

Nunzio Palladino Lane South

POND

TENT A

ENTRANCE										ENTRANCE									
A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13	A14	A15	A16	A17	A18	A19	A20
A38	A37	A36	A35	A34	A33	A32	A31	A30		A29	A28	A27	A26	A25	A24	A23	A22	A21	
A39	A40	A41	A42	A43	A44	A45	A46	A47		A48	A49	A50	A51	A52	A53	A54	A55	A56	
A76	A75	A74	A73	A72	A71	A70	A69	A68	A67	A66	A65	A64	A63	A62	A61	A60	A59	A58	A57

TENT B

ENTRANCE										ENTRANCE									
B1	B2	B3	B4	B5	B6	B7	B8	B9	B10	SEMINARS									
B38	B37	B36	B35	B34	B33	B32	B31	B30		DAIRY SECTION									
B39	B40	B41	B42	B43	B44	B45	B46	B47		B29	B28	B27	B26	B25					
										B48	B49	B50	B51	B52					
B76	B75	B74	B73	B72	B71	B70	B69	B68	B67	DAIRY SECTION									
										B66	B65	B64	B63	B62					



Empire Farm Days

The Summer Farm Show for the Northeast

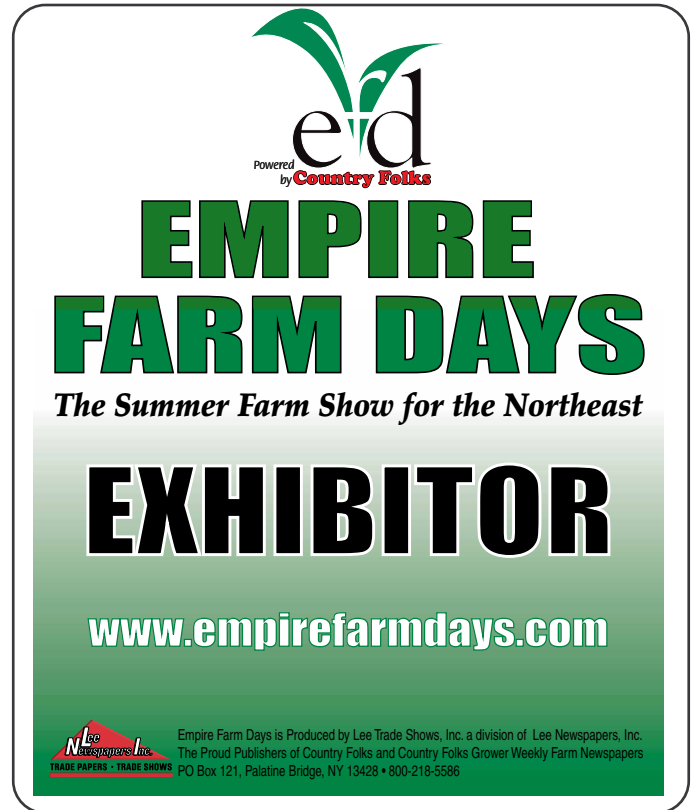
AUGUST 1-2-3, 2024

Thurs. 9 AM-4 PM • Fri. 9 AM-4 PM • Sat. 9 AM-4 PM



PO Box 121, 6113 State Hwy 5
Palatine Bridge, NY 13428
800-218-5586

Exhibitor Badges!



Badges & parking passes will be handed out in the show office

Let us know how many you need! _____

Company: _____

Number of Badges Needed: _____

Number of Parking Passes Needed: _____

RETURN TO: mpedro@leepub.com • Fax 518-673-3245



Show Program Listing

August 1, 2, 3, 2024 • Thursday 9-4, Friday 9-4, Saturday 9-4
Palladino Farms • 3149 Sweet Road, Pompey, NY 13138

Please complete this form and return it to Country Folks no later than **JULY 1, 2024**
Any forms returned after that date may not be listed in the program due to time restraints.

Dear Empire Farm Days Exhibitor,

To be sure your company is included in the **Empire Farm Days Show Program**, please complete the information on the form below. It is an **excellent FREE** advertising opportunity for exhibitors. You will also benefit from the additional circulation, as it will be passed out to all attendees at the show.

**COUNTRY FOLKS
BOOTH 1084A**

PO Box 121, 6113 State Highway 5 • Palatine Bridge, NY 13428

800-218-5586 • Fax 518-673-3245

bbutton@leepub.com • www.leepub.com

Products To Be Exhibited: Exhibitors and trade show opportunities. *Country Folks* is a weekly farm newspaper with regional editions covering North Carolina to New England. Producers of the Keystone Farm Show, Virginia Farm Show and the Hard Hat Expo. Managers of the Empire State Producers Expo and the National Angus Convention.

Show Representative: Bruce Button

Company Name: _____ Booth: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail Address: _____ Website: _____

Products You Will Be Exhibiting: _____

New Products Being Introduced (if applicable): _____

Name(s) of Your Representative(s) to be at the Show: _____

For information on advertising in the show program, call Sales Manager, Bruce Button at

800-218-5586 or 518-221-4103

RETURN BY MAIL: Country Folks - Empire Farm Days Program, PO Box 121, Palatine Bridge, NY 13428

Return by Fax 518-673-3245 Attention: Missy Pedro or email:mpedro@leepub.com

EMPIRE FARM DAYS EXHIBITOR CONTRACT

Return to: Lee Trade Shows, P.O. Box 121, Palatine Bridge, NY 13428 or email mpedro@leepub.com



AUGUST 1, 2, 3, 2024

THURSDAY 9-4 • FRIDAY 9-4 • SATURDAY 9-4

Palladino Farms • 3149 Sweet Road, Pompey, NY 13138

Produced by the Trade Show Division of Lee Newspapers, Inc., P.O. Box 121, 6113 State Hwy. 5, Palatine Bridge, NY 13428. Publishers of Country Folks and Country Folks GROWER
Show Manager: Ken Maring 1-800-218-5586 or 518-673-0103 • Fax 518-673-3245 • www.leetradeshow.com • e-mail mpedro@leepub.com

Prices Good Through March 15, 2024

10' x 10' TENT BOOTHS

1 Booth-\$750. Ea. – 2 or More Booths- \$720. Ea.

Total # of Booths: _____

Total Due: _____

50% Deposit: _____

Balance Due: _____

Area Requested: _____

Prices Good Through March 15, 2024

50' DEEP FIELD DISPLAYS

☐ 50x25 - \$750.00 ☐ 50x125 - \$3350.00

☐ 50x50 - \$1400.00 ☐ 50x150 - \$4000.00

☐ 50x75 - \$2050.00 ☐ 50x175 - \$4650.00

☐ 50x100 - \$2700.00 ☐ 50x200 - \$5300.00

Total Due: _____ x 50% Deposit=_____

Balance Due: _____ Area Requested: _____

Prices Good Through March 15, 2024

100' DEEP FIELD DISPLAYS

☐ 100x50 - \$1900.00 ☐ 100x150 - \$5500.00

☐ 100x75 - \$2800.00 ☐ 100x175 - \$6400.00

☐ 100x100 - \$3700.00 ☐ 100x200 - \$7300.00

☐ 100x125 - \$4600.00 ☐ 100x225 - \$8200.00

Total Due: _____ x 50% Deposit=_____

Balance Due: _____ Area Requested: _____

Prices From March 16, 2024

10' x 10' TENT BOOTHS

1 Booth-\$850. Ea. – 2 or More Booths- \$820. Ea.

Total # of Booths: _____

Total Due: _____

50% Deposit: _____

Balance Due: _____

Area Requested: _____

Prices From March 16, 2024

50' DEEP FIELD DISPLAYS

☐ 50x25 - \$900.00 ☐ 50x125 - \$3500.00

☐ 50x50 - \$1550.00 ☐ 50x150 - \$4150.00

☐ 50x75 - \$2200.00 ☐ 50x175 - \$4800.00

☐ 50x100 - \$2850.00 ☐ 50x200 - \$5450.00

Total Due: _____ x 50% Deposit=_____

Balance Due: _____ Area Requested: _____

Prices From March 16, 2024

100' DEEP FIELD DISPLAYS

☐ 100x50 - \$2050.00 ☐ 100x150 - \$5650.00

☐ 100x75 - \$2950.00 ☐ 100x175 - \$6550.00

☐ 100x100 - \$3850.00 ☐ 100x200 - \$7450.00

☐ 100x125 - \$4750.00 ☐ 100x225 - \$8350.00

Total Due: _____ x 50% Deposit=_____

Balance Due: _____ Area Requested: _____

ELECTRIC

☐ Regular 110 Outlet (No Charge)

☐ 220 Electric Single Phase - \$200.00

We agree to occupy and pay for the above exhibit space. **We understand that the contract is not valid without the required deposit. 50% Deposit is due with contract, Balance Due June 1, 2024.** Make all checks payable to "Trade Show Div./Lee Newspapers, Inc." For your convenience we also accept Mastercard, Visa, American Express and Discover. Call 1-800-218-5586 to pay deposit or full balance by charge card. **No Exhibit will be allowed to set up unless paid in full.** To be an exhibitor at Empire Farm Days you must be a customer in good standing of Lee Newspapers, Inc. Customers that do advertising plus trade show business with Lee Newspapers Inc get preferential treatment for booth locations at our shows. After March 15th any customers that have not renewed their contract for exhibit space, release that space for sale and will be paying the next tier pricing for their booth space.

PLEASE READ THE REVERSE SIDE OF THIS CONTRACT BEFORE SIGNING *Proof of Insurance must be provided to show management (see No. 10)

In signing this agreement, we agree to conform with the terms, conditions, and covenants contained in this application and contract for exhibit space. We will conform with the General Information, Rules & Regulations shown on the reverse side of this application. We agree to meet all deadlines and abide by policies set by the show management.

Exhibiting Co. _____ Person in Charge of Display _____

Signature _____ Title _____

Address _____ Phone _____

City _____ State _____ Zip _____ Fax Number _____

email: _____ website: _____

For Publicity Purposes, please give us a list of the product names, services etc. that you will be exhibiting in the above exhibit space. (ex: Prudential Insurance, John Deere Tractors, or Bobcat Skid Steers etc.): _____

All efforts will be made to accommodate your request for exhibit location, however the show management reserves the right to arrange the show in the overall best interest of the show.
If we need to change your desired location for any reason, we will notify you immediately.

CREDIT CARD NUMBER: _____ Expiration Date: _____

Name on Card: _____ Security Code: _____ Amount to Charge: \$ _____

General Information, Rules and Regulations

1. MANAGEMENT

This show is owned and managed by Lee Newspapers, Inc, Palatine Bridge, N.Y. The word 'management' used herein shall mean the sponsors acting through their officers or the Exhibit manager.

2. RULES

Each prospective exhibitor is required to sign the official application contract for space in the exhibition. By doing so, he subscribes to the General Information, Rules and Regulations which are a part of the application and contract and to comply insofar as the same may be applicable to the use and occupancy of space by said prospective exhibitor.

3. APPLICATION

Application for exhibit space must be on the forms provided and must be accompanied by the required deposit made payable to Lee Newspapers, Inc. See front for full details.

4. ASSIGNMENT OF SPACE

Space assignment will be made by management in keeping with exhibitor's preferences insofar as it is possible. In case of duplicate requests, the earliest application to arrive shall receive preference. In case of further duplication, other factors to be considered by management will include the size of the space, customers in good standing with Lee Newspapers, Inc, nature of the equipment, height, weight, etc. as well as compatibility with exhibits in same area.

5. PAYMENT- COST OF SPACE

Inside space will be sold as 10'x10' or 8'x10'; see front for full details. Open floor space sold by sq. ft. A deposit is due with contract as per conditions on front. All exhibits must be paid in full as per conditions on front before set up will be allowed.

6. DEFAULT

Any exhibitor failing to occupy any space contracted for but not cancelled is obligated for the full cost of the space and is not entitled to any rebate. Furthermore if space contracted for is not occupied by the time the show is open to the public, it shall be considered saleable real estate and management is no longer under obligation to make provisions to allow occupancy by original purchaser unless previous arrangements for unforeseen difficulties getting to the show site have been made. Management shall have the right to use said space thereafter to suit its own convenience including selling the space to another exhibitor without any rebate or allowance to the defaulting exhibitor and without incurring any obligation of any kind to said prospective exhibitor.

7. CANCELLATION

An exhibitor may cancel or withdraw from the exhibit subject to the following conditions and restrictions:

- If notification to cancel is received in writing no later than 90 days prior to the show dates the cancellation fee will be 50% of the total cost of space contracted for.
- There shall be no refunds for space cancelled within 90 days of the show.

Management assumes no responsibility whatsoever for having included the name of the cancelled exhibitor or descriptions of its products in any catalogs, brochures, releases or any other materials, or in any advertising matter relating to this show.

8. OFF-SITE ACTIVITIES

Exhibitors are prohibited from having any off-site activities during show hours.

9. LIMITATION OF LIABILITY

The exhibitor agrees to make no claim for any reason whatsoever against show management, or Show Facility, their management or employees for loss, theft, damage or destruction of goods; nor for injury to himself or his employees while in the exhibition quarters, nor for any damage of any nature or character, including any damage to his business by reason of the failure to provide space for the exhibit, or the removal of the exhibit; not for any action of any nature of management in case the premises of the show shall be destroyed or damaged, or if the show fails to take place as scheduled, or is interrupted and/or discontinued or access to the premises is prevented or interfered with by reason of any strike, lockout, injection, act of war, act of God, emergency declared by the government agency or by show management, or for any other reason, this contract may be terminated by management, and in the event of such termination, the exhibitor waives any and all damages and claims for the damages and agrees that the sole liability of management shall be to return to each exhibitor his space payment, less his pro rate share of all costs and expenses incurred and committed by show management.

10. INSURANCE

All property of the exhibitor shall be deemed to remain under his custody and control at all times including transit to or from, and within the confines of the exhibition areas, subject to the Rules and Regulations of the exhibit. As respects property of others in your care, custody or control: This is typically excluded from General Liability coverage. Exhibitors are required to insure their own property and then hold Lee Harmless for any damages to their Property and waive rights of subrogation against Lee regardless of any negligence on Lee's part. Exhibitors are advised to carry floater insurance to cover Property or Inland Marine insurance to cover the damage or loss to their business personal property, equipment, materials, exhibits and other possessions. Exhibitors agree to carry General Liability Insurance of at least \$1,000,000 per Occurrence, \$2,000,000 General Aggregate, and \$2,000,000 Products and Completed Operations Aggregate. Exhibitor will name "Lee Newspapers, Inc." as an Additional Insured on a Primary & Non-Contributory basis under their General Liability Insurance. Exhibitors will carry Workers Compensation and Employers Liability Insurance with limits of at least \$1,000,000/\$1,000,000/\$1,000,000 as required by the laws of the State in which the Trade show is located. The Workers Compensation coverage will include coverage for all sole

proprietors, partners, members or stockholders that will be on the premises of the exhibit at any time. A certificate of Insurance showing these requirements are met shall be provided to show management prior to booth set up and will provide 30 days written notice of cancellation for any reason. Exhibitor will carry Commercial Automobile Insurance to cover all owned, hired and non-owned vehicles entering the premises for a limit of at least \$1,000,000 per Accident and shall name Lee Newspapers, Inc. as an Additional Insured on a Primary & Non-Contributory basis (and Owner of the premises if needed). Management will carry public liability insurance for injury to exhibition visitors, exhibitors, and their agents and employees. But this will not cover exhibitor's employees when they are on space rented by exhibitor and management is not responsible for the safety of exhibitor's property or for loss to or damage from theft, fire, accident, vandalism or other causes. All policies including the Property/Inland Marine, General Liability, Automobile and Workers Compensation shall have a Waiver of Subrogation endorsement in favor of Lee Newspapers Inc. (and the owner of the property if needed)

10a. WAIVER OF SUBROGATION

Exhibitor waives all rights of recovery against Lee Newspapers, Inc and the owner, regardless of cause or any negligence of Lee newspaper Inc's or the owners that may have contributed to the loss.

11. HOLD HARMLESS

To the fullest extent permitted by law Exhibitor agrees to hold Lee Newspapers, Inc. its subscribers, agents and employees harmless and agrees to defend them from any injuries or damage to any party as a result of the exhibitor's or employees negligence, attendance or participation in the exhibition to the fullest extent permitted by law.

12. INSTALLATION AND DISMANTLING

Exhibitors may begin installing their exhibits subject to scheduling established by management. Dismantling will start only after the close of the trade show. All moving in or out of exhibit materials is done solely at the discretion of the management of the show. If precise times are designated the exhibiting company will do everything within its power to comply. If management designates contractors to perform work at the exhibitor's expense, where union personnel are required by the facility or by any contractors involved, it shall be the exhibitor's responsibility to comply with such requirements. In no event shall management be responsible for the conduct of contractors or their employees and no responsibility is assumed for failure to perform by contractors, their charges or any other matter relating to contractors of the facility.

14. REFRESHMENTS, GIFTS AND CONTESTS, ETC.

Management reserves the right to prohibit, limit or discontinue the distribution of any gifts, giveaways or similar promotions. Contests, raffles and drawings, if permitted under state or local laws, will be subject to the approval of the Exhibit Manager. There will be no announcements of contest, drawing, or raffle winners at any event sponsored by someone other than the sponsor of the raffle, drawing or contest.

15. SAFETY, FIRE AND HEALTH

The exhibitor agrees to accept full responsibility for compliance with national, state and local safety and fire regulations. Equipment on display shall have battery leads disconnected, gas tanks emptied and locked or taped shut, and the ignition keys removed. Only flame proofed materials shall be used in each exhibit.

16. SECURITY

Every reasonable precaution will be taken to protect property during the installation, display and removal periods.

17. MESSAGE CENTER

Messages for exhibit personnel will be held at the message desk. Exhibitors are urged to check the message center on a regular basis. Message Service not always available.

18. APPEARANCE-GENERAL

Each exhibitor is requested to recognize the rights of other exhibitors and realize that the general appearance of the exhibit as a whole must take precedence over that of any individual exhibit. The management requests cooperation in maintaining due regard for all adjoining exhibitors and in keeping all displays in the bounds of good taste and in conformance with safety regulations. Exhibitors are instructed not to create excessive obstruction of aisles or prevent ready access to any other exhibitor's booth. Those in violation will be required to remove the obstruction. No advertising or exhibit will be allowed to extend beyond the space allotted to the exhibitor, and no exhibitor's products, equipment or booth construction may be so placed as to exclude the view of the neighboring exhibits for visitors passing through the aisles. The use of moving pictures will be permitted subject to approval and control by the management. Sound movies will be permitted only if unobjectionable to neighboring exhibitors. Any sound systems which create excessive noise making normal conversation in neighboring booths difficult may, at the discretion of the management, be restricted to periodic operation and exhibitor assumes all responsibility for compliance with union requirements relating to projection equipment and sound systems.

19. DECORATOR

The show has retained one firm to serve as the exhibit decorator. Because of set-up schedules and possible bonding requirements, management requests that all exhibitors use the services of the appointed decorating firm.

20. GENERAL

All matters and questions not covered by the General Information, Rules and Regulations are subject to the decision of management. The General Information, Rules and Regulations may be amended or supplemented at any time by management, and all such amendments or additions shall upon reasonable notice be as equally binding on all parties affected as the original General Information, Rules and Regulations.