



STEP 1 \*Company Name will appear in all Show publications EXACTLY as typed:

Company: \_\_\_\_\_
Address: \_\_\_\_\_
City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_ Country: \_\_\_\_\_
Direct #: \_\_\_\_\_ # To Publish in Program: \_\_\_\_\_ Toll Free \_\_\_\_\_
Website URL: \_\_\_\_\_
Show Contact: \_\_\_\_\_ Email address \_\_\_\_\_ [X] Email Updates
\_\_\_\_\_ : \_\_\_\_\_ Email address \_\_\_\_\_ [X] Email Updates

Table with 3 columns: Booth Space Selection, Member, Nonmember. Row 1: Price for 8'x6' booth. Member: [ ] \$1500. Nonmember: [ ] \$1750.

STEP 3 Exhibit Floor Category [ ] Bibles, Books, & Resources [ ] Gift & Specialty Items [ ] Entertainment

Amenities: Booth Includes: carpet, 6' skirted-table, 2-chairs, waste-paper basket, 7"x42" company name sign, 3 exhibit floor badges, pre-registered attendee list, post-show attendee list, and 100#'s Free freight handling (FREEMAN). Booth is 8' wide by 6' deep. Pipe/Drape (white/grey) is 3' tall on sides and 8' tall across the back.

STEP 4 List 10 Retail Accounts (Attach a Separate Sheet) or Submit a Supplier Membership Application

Required to process application. Applications without accompanying list or Supplier Membership Application can NOT be processed.
\*The term retail shall be considered to mean a retail establishment:
1. In operation from a commercially zoned place of business,
2. Open at least 40 hours per week,
3. With an exterior sign visible to passersby,
4. Advertising to and serving the general public in a manner consistent with typical retail operations,
5. With the usual overhead incidentals of retail business, including but not limited to ownership of the place of business or payment of rent that is relative with area land values, and payment of salaries consistent with other retail operations in which business expenses are substantially paid from proceeds acquired through retail operations.

STEP 5 Product Categories: (check up to three subcategories for listing in the program, etc.):

Grid of checkboxes for product categories: Apparel, Church Supplies, Framed Art & Home Décor, Movies, Bargain Books, Computer Software, Gifts, Music, Bibles, Curricula, Home School Resources, Spanish-Language Product, Books, Digital, Jewelry, Stationery & Cards, Children's Products, Distributor, Magazines, Store Supplies, Services, & Fixtures.

STEP 6 The undersigned hereby expressly represents and warrants that he/she is duly authorized to execute this binding contract on behalf of the Exhibitor named above and acknowledges that he/she has read and accepts all the terms on the reverse of this contract as well as Exhibitor Rules & Regulations.

Print Name \_\_\_\_\_ Signed \_\_\_\_\_

CBA USE: CBA ID# \_\_\_\_\_ Date Rec'd \_\_\_\_\_ Ck# \_\_\_\_\_ Amt \_\_\_\_\_ Batch # \_\_\_\_\_ Booth # \_\_\_\_\_

STEP 7 Payment Info: (Deposit of \$600 per booth space must be submitted for application to be accepted. Applications received after Nov. 30, 2012 must be submitted with current required amount due at the time of application. Applications received after March 15, 2012, must be submitted with full space rental fee.)

[ ] I have enclosed my check for \$ \_\_\_\_\_ (Made payable to 'CBA' and in U.S. Funds drawn on a U.S. bank)
[ ] Please charge to my credit card [ ] VISA [ ] MasterCard [ ] American Express [ ] Discover
[ ] Current Amount Due Now \$ \_\_\_\_\_ (see payment schedule page 2, number 3) [ ] Full Amount NOW \$ \_\_\_\_\_
Cardholder's Name (please print) \_\_\_\_\_
Card # (must include to process form) \_\_\_\_\_ Exp. Date \_\_\_\_\_ V-Code \_\_\_\_\_
Card Billing Address \_\_\_\_\_
Cardholder Signature \_\_\_\_\_
Company Name \_\_\_\_\_ CBA ID# \_\_\_\_\_

## Terms & Conditions (For exhibitor to keep)

1. **Eligibility:** Exhibit space in the Debut Avenue area is available to First-Time Exhibitors for their first International Christian Retail Show only.
2. **Deposit:** Payment of the deposit of **\$600** must accompany this Application. Companies submitting Applications for Exhibit Space without initiating or maintaining Supplier Membership with CBA must nevertheless demonstrate the ability to do so to qualify for Exhibit Space. Space Rental Fee will be an additional \$250 if CBA Supplier Membership is not current at the time of Acceptance.
3. **Payment of Exhibit Space Cost:** The balance of the Space Rental Fee specified above, will be paid to CBA according to the following schedule:
  - August 15, 2011 – DEPOSIT – \$600 per booth space/ – Required for application to be accepted
  - November 30, 2011 – PAYMENT – \$450/member Price per booth space.
  - March 15, 2012 – FINAL PAYMENT – \$450/member price per booth space.
4. **Cancellation of Exhibit Space:** In the event of a cancellation, booth space deposits are non-refundable at any time after the August 15, 2011 deadline for exhibit space applications. After November 30, 2011, 50% of the total booth cost is non-refundable or due if exhibitor elects to cancel exhibit space. After March 15, 2012, 100% of the total booth cost is non-refundable or due if exhibitor elects to cancel exhibit space. See Official Rules & Regulations for a full description of the refund schedule.
5. **Late Fees:** If exhibit space is not paid in full before March 15, 2012, CBA may: (i) assess a late fee of fifty dollars (\$50) for booth space; (ii) treat Exhibitor's failure to pay as notice of Exhibitor's intent not to use its assigned space and require a reinstatement fee of fifty dollars (\$50) for booth space; (iii) hold Exhibitor's freight at the dock or door if any amount of the Space Rental Fee (including any assessment or fee provided in this section) remains unpaid at the move-in date of the International Christian Retail Show 2012; and/or require that any subsequent Application for Exhibit Space submitted by Exhibitor be accompanied by payment of the full exhibit space cost.
6. **Exhibitor Schedule** (schedule is subject to change):

|               |                          |  |
|---------------|--------------------------|--|
| • Setup:      | Friday, July 13, 2012    | 8:00 am – 5:00 pm                            |
|               | Saturday, July 14, 2012  | 8:00 am – 8:00 pm                            |
|               | Sunday, July 15, 2012    | 8:00 am – 6:00 pm                            |
| • Show Hours: | Monday, July 16, 2012    | 8:30 am – 6:00 pm (soft close until 6:30 pm) |
|               | Tuesday, July 17, 2012   | 8:30 am – 6:00 pm (soft close until 6:30 pm) |
|               | Wednesday, July 18, 2012 | 8:30 am – 3:00 pm                            |
| • Teardown:   | Wednesday, July 18, 2012 | 3:01 pm – 12 midnight                        |
|               | Thursday, July 19, 2012  | 8:00 am – 4:30 pm                            |
7. **Exhibiting Rules and Regulations:** Exhibitor shall abide by the provisions contained in the International Christian Retail Show 2012 Exhibitor Rules and Regulations (a copy of which is available at [www.christianretailshow.com](http://www.christianretailshow.com)), which are incorporated in this Application as if they had been set forth herein in their entirety.
8. **Use of Space:** Exhibitor will not sublet or share its exhibit space with any other entity. Exhibitor will display and accept orders for its own products and products, which it stocks, ships, invoices, or represents in the regular course of its business.
9. **No Conflicting Activities:** Exhibitor will refrain from sponsoring or endorsing any activities during hours of announced, CBA-scheduled activities without prior written consent of CBA.
10. **Exhibitor Contract Is Not a Transferable Asset:** Neither the assigned booth space, nor any portion thereof, nor Exhibitor's interest therein shall be assigned or otherwise transferred by Exhibitor without prior written permission of CBA.
11. **Limitation of Liability:** Neither CBA, nor the CBA Exhibitors Advisory Committee, nor their respective officers, directors, agents, employees, or affiliates shall be liable to Exhibitor for any injury, loss, or damage to the person or property of Exhibitor, its officers, directors, agents, employees, or invitees, except to the extent that such injury, loss, or damage is caused directly and by substantial negligence on the part of CBA or its employees.
12. **Compliance With Applicable Laws and Indemnifications:** Exhibitor will strictly comply with all laws pertaining to its exhibition at the International Christian Retail Show, including, but not limited to, laws pertaining to copyrights, trademarks, antitrust, promotions, and giveaways. Exhibitor will indemnify CBA and hold CBA harmless from any and all liabilities in respect of suits, proceedings, demands, judgments, damages, expenses, and costs (including, without limitation, reasonable attorneys' fees and costs and expenses incurred in the investigation, defense, or settlement of any claims covered by this indemnity) which CBA may suffer or incur by reason of participation in the International Christian Retail Show by Exhibitor, its officers, directors, employees, agents, or representatives.
13. **Breach of Contract and Violation of Rules and Regulations:** Following acceptance and execution of this Application by CBA, any breach of the resulting contract by Exhibitor, its officers, directors, agents, or employees may, in CBA's discretion, result in immediate or future loss of Exhibitor's exhibiting privilege. Following execution of Exhibitor's Application by CBA, CBA's liability for breach of the resulting contract shall be limited to the space rental fee paid to CBA by Exhibitor. In no event shall CBA be responsible for consequential damages. Any bankruptcy filing of any kind by Exhibitor or Exhibitor's insolvency shall constitute a breach of this Application and the contract resulting from CBA's acceptance of this Application. Either party's waiver of or failure to exercise any right provided for in this Application shall not be deemed a waiver of any further or future right hereunder.
14. **Severability:** If any provision in this Application for Exhibit Space is determined by a competent authority to be unenforceable, all other provisions shall continue in full force and effect.
15. **Acknowledgment and Warranty:** Exhibitor acknowledges and warrants that the individual signing this Application for Exhibit Space on its behalf has been duly authorized to do so.
16. **SUBMISSION INSTRUCTIONS - Return completed applications to:**

### CBA

Attn: Matt Decker  
9240 Explorer Dr, Suite 200  
Colorado Springs, CO 80920

Phone: 719.272.3512 Fax: 719.272.3510  
Email: [mdecker@cbaonline.org](mailto:mdecker@cbaonline.org)  
Web: [www.christianretailshow.com](http://www.christianretailshow.com)