

# 2018 Fiesta Exhibitor Booth Contract

COMPANY \_\_\_\_\_  
CONTACT NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
PHONE \_\_\_\_\_ FAX \_\_\_\_\_ E-MAIL \_\_\_\_\_

## Agreement

The company above (hereafter called the 'exhibitor') hereby contracts for space(s) at the 2018 FIESTA IN AMERICA to be held at the Meadowlands Exposition Center, Secaucus, New Jersey on August 11 & 12 as follows.

_____ 1 unit table	(8 ft.)	\$700
_____ 1 unit regular	(10 ft. x 8 ft.)	\$1,750
_____ 1 unit prime/corner	(10 ft. x 8 ft.)	\$2,450
_____ 2 units regular	(20 ft. x 8 ft.)	\$2,550

## Booth Fee Inclusions:

- One (1) Draped Table (8ft.)
  - Two (2) Chairs
  - One Garbage (1) basket
  - Backwall Drape (10ft.)
  - Side Raid (3ft.)
  - Signboard Name
  - Exhibitor Badge:
    - Two (2) for Exhibitor
    - One (1) for Table Exhibitor
- \* Note: Up to two (2) additional badges can be purchased for regular exhibitors OR one (1) additional badge for table exhibitor.

• The booth fee does not include drayage, electricity, gas, water, telephone line, and business licenses. Electricity and phone lines can be ordered separately. Exhibitors may hand carry small packages, pop-up displays, and desktop computer equipment provided it can be done without the use of a forklift, flat cart, or a dolly in one trip only from a designated parking area. Flat carts or hand trucks may be rented from Meadowlands Expo Center.

In addition to the furnitures that come with the booth, my company will need the following (**paid separately**):

- Electrical Service, # of outlets \_\_\_\_\_
- Phone Lines, # of lines \_\_\_\_\_
- 8' x 30" Table with skirt, Qty. \_\_\_\_\_
- Chairs, Qty. \_\_\_\_\_
- Waste Baskets, Qty. \_\_\_\_\_
- Drayage Service, # of lbs. \_\_\_\_\_

## Product(s)/Service(s) to be exhibited:

- I certify that all products to be displayed in our exhibit area are manufactured by the above mentioned company and are available for retail and wholesale distribution.
- I agree that my company will not sublet, resell, or permit the use of any part of exhibit space to any other organization or individual.
- I further agree that I have read the rules and regulations governing the show as listed in the back of this contract and agree on behalf of the above company to be bound by said rules and regulations.

(Please see back of this contract for the 2018 FIESTA IN AMERICA exhibit rules and regulations.)

Signature X \_\_\_\_\_  
Name in Print \_\_\_\_\_  
Title \_\_\_\_\_  
Date \_\_\_\_\_

Accepted by:

\_\_\_\_\_

NANDING M. MENDEZ, CEO

**ASSIGNED BOOTH NO.** \_\_\_\_\_

For Office Use Only:

Agent's Name \_\_\_\_\_  
Signature \_\_\_\_\_  
Date Submitted \_\_\_\_\_

## PAYMENT INSTRUCTIONS

**1. Check or Money Order:** Payable to FIESTA IN AMERICA and mail with this form to 124 E 40th Street, Suite 1004, New York, NY 10016.

**2. Bank Transfer:** Payment information, including bank details will be relayed through email once signed contract is received.

**3. Credit Card: A 4% processing fee will be added.**

Please provide the following information:

Credit Card:  Visa  Mastercard  Amex  Discover

Account Name: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

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



# RULES AND REGULATIONS • 2018 FIESTA IN AMERICA

*This page must be signed by Exhibitor as part of the Exhibitor's Contract*

1. All exhibits at the show shall be for the promotion and benefit of consumer products and services stated in this contract and such products must be available either for wholesale, retail, or end-user purchase.
  2. **Unless the contract specifically provides, no exhibitor may sublet or resell to, or permit the use of any part of the space to any other organization or individual. Violations will have their participation cancelled.**
  3. All exhibitors must maintain their booths clean at all times during the duration of the show.
  4. Exhibitors shall only set up from 8AM-11AM on Saturday, August 11, 2018 and may close their booths after 6PM on Saturday and Sunday. Dismantling of exhibits and move out are scheduled from 10PM-Midnight on Sunday, August 12, 2018.
  5. No exhibitor may use decoration, equipment, or furniture which extends to the public aisle or exceeds 1.25 meters in height within the first 1.50 meters from the aisle. Nothing may exceed 2.5 meters in height at any point in the stand. Exhibitors requesting a waiver of these restrictions must submit a detailed diagram of the display plan, including front and side elevations with all dimensions, at least 90 days prior to the first day of set-up for approval. If any display is erected that violates this rule or deviated from an approved plan, FIESTA IN AMERICA has the right to perform, at the exhibitor's expense and without any further approval from the exhibitor, any work necessary to bring such display into full compliance with this rule. Neither FIESTA IN AMERICA nor its agents, employees, or contractors shall be in any way liable for any damage to exhibitor's display that results from such work.
  6. Failure to comply with show schedules or requests for information regarding booth display or personnel will be grounds for cancellation of the exhibitor's booth. In such an event, FIESTA IN AMERICA may resell such space without any further obligation to the exhibitor.
  7. Restaurant operation is regulated by the Secaucus, New Jersey Department of Health and subject to other regulations as promulgated by the Federal, State, and local authorities.
  8. The exhibitor may not schedule any event that conflicts with the officially published program of the show including seminars, food functions, and/or show floor hours or conduct any business which detracts from the show and/or its value to fellow exhibitors.
  9. FIESTA IN AMERICA will provide security for the general supervision of the exhibit hall only during exhibition hours and monitor the exhibit areas when exhibits are closed. FIESTA IN AMERICA is not responsible for any loss whatsoever. Exhibitors may provide security for their exhibits at their own expense.
  10. The Exhibitor shall be entitled to two (2) complimentary badges per exhibit unit to the show floor and seminar programs. Two (2) additional badges for exhibit personnel are available at \$15 each for a maximum of four (4) total badges per exhibitor, table exhibitors receive two (2) badges. All badges are the property of FIESTA IN AMERICA. **Badges are for use of authorized personnel only and are non-transferable. Violators will have their badge confiscated and may lose their entitlements.** For security reasons, badges can only be picked up on the first day of the event at the Meadowlands Exposition Center (MEC), during Move-in/Booth Set-up hours (or after), but not prior to.
  11. Each exhibitor and each of its authorized contractors shall carry insurance in connection with his or her individual booth area covering liability for personal injury, property damage, fire, theft, and worker's compensation and shall protect, indemnify, and hold harmless FIESTA IN AMERICA, the MEC, and their subcontractors, their officers, agents, and employees against all claims, losses, suits, damages, costs, and expenses of any kind, including attorney's fees, resulting from or arising in connection with exhibitor's use or occupancy of the exhibit space, its products, or actions of its agents or employees. FIESTA IN AMERICA carries a public liability insurance for liabilities arising from common areas of the exhibits including installation, dismantling, and operation of the show. Common areas include entrances, aisles, and restrooms.
  12. Each exhibitor shall be solely responsible for complying with all laws, ordinances, and regulations pertaining to customs, health, fire prevention, and public safety while participating in the show.
  13. FIESTA IN AMERICA reserves the right to assign all exhibit space, to make and change booth assignments at any time, and to make, change, or waive such rules as it considers to be in the best interest of the show.  
*Exclusivity: Reservations will be accepted on a first come-first served basis. Only Platinum-level sponsors will be accorded exclusivity under a non-compete clause. Fiesta In America will not deny space to exhibitors, sponsors and advertisers who have not violated any provision in this contract.*
  14. Payment in full for exhibit space is due upon signing of this agreement. Requests for cancellation must be made in writing to FIESTA IN AMERICA. It reserves the right to issue company credit in lieu of refunds.  
Refund schedule: Cancellations received by  
April 30, 2018 50% refund  
May 30, 2018 25% refund  
after June 30, 2018 NO REFUND
- In the event that no company representative is able to acquire a US visa, FIESTA IN AMERICA will refund 70% of the registration fee provided that proof of US Embassy decision is attached with the request for cancellation.
- All exhibitors are advised to evaluate the event's merit in connection with their marketing objective including visitors' profile, event programming, and environment, before signing this agreement. No cancellation is honored after the opening of the 2018 FIESTA IN AMERICA for any reason.
15. Distribution of flyers, posters and other kinds of promotional materials will be limited to the immediate front of exhibitor's own booth. This activity is prohibited at common areas such as the exposition hall entrance, cultural festival, food court and other activity areas. After an initial warning, further violation will result in immediate cancellation of exhibitor's participation in the trade fair.
  16. The management of FIESTA IN AMERICA reserves the right to reject a company as exhibitor to the 2018 FIESTA IN AMERICA.  
*This is to acknowledge that I have read and confirm our company's conformity to all the items on this page.*  
Exhibiting Company's authorized signature: \_\_\_\_\_  
Date: \_\_\_\_\_

