

EXHIBITOR CONTRACT

Northwest Shoe Travelers, Inc.

12630 12th Street No., Lake Elmo, MN 55042 – (651)436-2709, fax: (651) 436-2028

MARCH FALL BUYING MARKET

MARCH 9-11, 2012

Market Hours: Friday 3:00 p.m. – 7:00 p.m.

Saturday 9:00 a.m. – 6:00 p.m. & Sunday 9:00 a.m. – 5:00 p.m.

SET-UP DATE: March 9, 2012 (10:00 a.m. – 3:00 p.m.)

MYSTIC LAKE CASINO HOTEL – (952)445-9000

Exhibitor Information

Name:			
Address:			
Phone:		Cell Phone:	
E-mail Address:			
Company Name:			

The following will occupy the room/booth with me. Be sure they also send in a contract and fees.

Name of Salesperson:

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Show Fees

2012 Dues (Only if not already paid)	\$50.00	
Registration Fees (EACH EXHIBITOR)	\$120.00	
Booth Payment	\$140.00 (per booth space)	
Tables	\$25.00 Each	
Electric (booth area only)	\$30.00	
Door Sign (hotel display rooms only)	\$30.00	
Advertising (if paying in advance)		
Additional Line Listings	\$5.00 Each	
Late Payment (after 1/1/12)	\$25.00	
TOTAL PAYMENT ENCLOSED:		

Please use the following for payment or make note that you will be mailing in a check.

Visa		Mastercard		C/C #	
Expiration Date:				Security Code (on back of card):	
Name on card:				Signature:	

APPLICATION AGREEMENT – DEADLINE IS JANUARY 1, 2012

I, as a member of the Northwest Shoe Travelers, Inc. for the current year, do hereby make application for participation and for exhibit space as indicated in the above-named Market. I agree to abide by the terms and conditions of this contract and all regulations contained in the NWST. By-Laws, Market Rules and Regulations and in bulletins and notices issued prior to or at the named Market, which by reference are incorporated and made a part of this contract. I also agree to abide by the rules and regulations presented by the Mystic Lake Casino Hotel.

Signed:

Date:

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Market Directory Information

PLEASE COMPLETELY FILL OUT THE FOLLOWING INFORMATION. YOUR LISTING IN THE MARKET DIRECTORY COMES DIRECTLY FROM THIS DOCUMENT.

PLEASE CHECK PREFERENCE:

(X)

SPECIAL NOTES / REQUESTS:

	BOOTH	
	DOUBLE ROOM	
	KING ROOM	
	CONNECTING ROOMS	

LIST **THREE** NAMES OR FIRM BRANDS THAT YOU WANT TO APPEAR IN THE DIRECTORY. ADD \$5.00 FOR EACH ADDITIONAL LISTING.

Last Name	
First Name	
Address	
City	
State	
Zip	
Office Phone	
Mobile Phone	
Fax	
E-Mail	
Leave Blank	
Product Line 1	
Product Line 2	
Product Line 3	
Product Line 4	
Product Line 5	

Booth / Room Set-up Sheet

BOOTHS:

OF TABLES IN BOOTH:

4':	
6':	
8':	

Check here if you will be bringing a 6' or higher display unit for your booth:	
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Risers and table cloths will be available at the show at no charge.

ROOMS: --- ONLY 6' TABLES AVAILABLE IN HOTEL

# OF TABLES IN ROOM: 6':	
# OF RISERS IN ROOM:	
# OF EXTRA CHAIRS:	

DOUBLE ROOM ONLY:

Do you want a bed removed?

Yes:	
No:	

There is a \$25 fee for bed removal and is payable upon check-out at Mystic Lake.

Show Information

SET UP DAY - FRIDAY, March 9 --- 10:00 a.m. - 3:00 p.m.

Fri. Market Hours: 3:00 – 7:00 p.m.

Sat. Market Hours: 9:00 a.m. - 6:00 p.m.

Sun. Market Hours: 9:00 a.m. - 5:00 p.m.

The deadline for registration is **JAN 1, 2012**. Registrations accepted after the Jan. 1 deadline must be accompanied by the \$25.00 late registration fee.

THIS WILL BE A FRIDAY, SATURDAY and SUNDAY MARKET.

HOTEL DISPLAY ROOMS:

You will pay the hotel directly at the time of check-out for your display room and any other charges incurred. Per night rates are listed below:

Double Room →\$118.00 per night + \$25 for bed removal (if desired)

King Room →\$118.00 per night

You will pay for Thursday, Friday, Saturday & Sunday nights. Thursday & Sunday night rate is \$70, \$118 for Friday & Saturday.

BOOTHS:

Booths must be paid for **IN ADVANCE**. There are a limited number of booths available. **IN CASE OF CANCELLATION THE BOOTH FEE WILL NOT BE REFUNDED**, unless the space can be rented again. The room assignment committee has the right to limit the number of booths to each exhibitor.

\$140 per 8 X 10. **There are no tables included.**

Most booths are in sections of 8 X 10. Booths will be piped and draped. Tables must be paid with contract.

Electric is \$30, please order on contract.

ADDITIONAL LIGHTING MAY BE BROUGHT IN BUT NOT ATTACHED IN ANY MYSTIC LAKE FURNITURE. SPOT LIGHTS ON STANDS WORK THE BEST.

DO NOT MOVE ANY FURNITURE IN THE HOTEL -- THIS INCLUDES TABLES!!!

Show Information Continued

Exhibitors' Fees

Exhibitor's fees for this Market are **\$120.00 each for ALL and ANY SALESPEOPLE WORKING IN room during said Market hours.** Fees must accompany this contract. (All salespeople working at the show must be members.)

Deadline and Responsibilities

To be listed in our Market Directory, this contract must (1) be in the NWST office on or before Jan. 1, (2) be signed and accompanied by all fees, and any other unpaid money due NWST, (3) satisfy all requirements specified and (4) complete the Market Directory Information.

READ CAREFULLY

Responsibility for complete and correct copy listing rests with exhibitors. Although NWST makes every effort to be accurate in its printing, etc., it is not liable for errors within. (TYPE OR PRINT ALL INFORMATION CLEARLY.)

Cancellation Charge

There will be a \$25.00 fee for any cancellation from the Market. Failure to notify of cancellation (2 weeks prior to show) - NO REFUND. No refund on booth, unless it can be rented to someone else.

Check-in and Set-Up Day

FRIDAY, March 9, 2012

MYSTIC LAKE CASINO HOTEL

2400 Mystic Lake Boulevard
Prior Lake, MN 55372
(952) 445-9000

Registration Desk open 10:00 a.m. - 6:00 p.m. PICK UP YOUR SHOW PACKAGE.

Booths

Booths are available at 10:00 a.m. on Friday for set-up.

Hotel Display Rooms

1. Rooms must be open for business during show hours on given days of show.
2. No early check-outs or packing up without written permission from Board of Directors.
3. No soliciting in halls.
4. No liquor to be served in rooms.
5. NWST or hotel not responsible for goods left in room.
6. The first exhibitor in a room may lose his room privileges if he does not see that the second salesperson pays the show registration fee.

BADGES

BADGES MUST BE WORN IN PLAIN SIGHT DURING MARKET HOURS

THIS APPLICATION MUST BE SIGNED, FILLED IN COMPLETELY and ALL MONEY OWED BE INCLUDED, OR THIS CONTRACT WILL BE RETURNED IMMEDIATELY.

E-MAIL your completed
Contract to: NWST@comcast.net

*** **DEADLINE DATE** ***
Jan. 1

NORTHWEST SHOE TRAVELERS, Inc. MARCH MARKET DIRECTORY ADVERTISING CONTRACT

The MARKET DIRECTORY may be the single most valuable tool you, as an exhibitor, can use to interest the retailer in your product. It is mailed about a month before the market to over 450 retail stores. The retailer uses this Market Directory to plan coverage of the market, to keep track of appointments and to make notes. Even if the retailer has to miss the market, valuable information is available.

<p>Black & White</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%;">Half Page</td> <td style="width: 30%;">\$ 60.00</td> <td style="width: 40%;"></td> </tr> <tr> <td>Full Page</td> <td>\$100.00</td> <td>COLOR AVAILABLE:</td> </tr> <tr> <td>Inside Front Cover</td> <td>\$300.00***</td> <td>\$300 per page</td> </tr> <tr> <td>Inside Back Cover and Facing Page</td> <td>\$200.00</td> <td></td> </tr> <tr> <td>Outside Back Cover</td> <td>\$300.00 (color)</td> <td>***Taken***</td> </tr> </table>	Half Page	\$ 60.00		Full Page	\$100.00	COLOR AVAILABLE:	Inside Front Cover	\$300.00***	\$300 per page	Inside Back Cover and Facing Page	\$200.00		Outside Back Cover	\$300.00 (color)	***Taken***	<p>DEADLINE DATE Jan. 1, 2012</p>
Half Page	\$ 60.00															
Full Page	\$100.00	COLOR AVAILABLE:														
Inside Front Cover	\$300.00***	\$300 per page														
Inside Back Cover and Facing Page	\$200.00															
Outside Back Cover	\$300.00 (color)	***Taken***														

Ad Sizes: ½ pages: 4 ½" X 3 ½"

Full page: 4 ½" X 7 ½"

Please enter our order for an ad in the MARKET DIRECTORY:

Indicate Ad Size:	½ Page:	Full page:	
Black & White:	Color:		

Payment Information (check one):

Payment Enclosed:	Bill Salesman:	Bill Company:
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If billing company, please fill out the following:

Company Name:	
Address:	
City:	
State:	
Zip:	
Attention:	

NORTHWEST SHOE TRAVELERS, INC. MARKET DIRECTORY IS A SERVICE OF NORTHWEST SHOE TRAVELERS, INC. FOR THE BENEFIT OF EXHIBITORS AND THEIR CUSTOMERS. EVERY REASONABLE EFFORT WILL BE TAKEN TO MAKE IT ACCURATE, BUT NORTHWEST SHOE TRAVELERS, INC. ASSUMES NO RESPONSIBILITY FOR ANY INACCURACIES OR OMISSIONS.

E-MAIL ADVERTISING CONTRACT AND AD TO:

paul@mpcinc.net

It must be in J-Peg format.