

# EXHIBITOR CONTRACT

Northwest Shoe Travelers, Inc.  
12630 12th Street No., Lake Elmo, MN 55042 ~ (651) 436-2709, FAX ~ (651) 436-2028  
NWST @COMCAST.NET

## SPRING BUYING MARKET SEPTEMBER 10-12, 2010

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: SEPT. 10, (10:00 a.m. - 3:00 p.m.)  
MYSTIC LAKE CASINO HOTEL--(952) 445-9000

**EVERY PERSON EXHIBITING MUST SIGN AND SEND IN A CONTRACT AND THE MARKET DIRECTORY INFORMATION PAGE.**

Your Name \_\_\_\_\_ Phone \_\_\_\_\_  
Address \_\_\_\_\_  Check if new address Apt. No. \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Company Name \_\_\_\_\_ Phone \_\_\_\_\_  
Company Address \_\_\_\_\_

**The following named members will occupy the room with me. Be sure they also send in a contract and pay their fees.**

**Name of Salesperson:** \_\_\_\_\_  
\_\_\_\_\_

Please read carefully and fill out the entire exhibitor contract as well as the Room Assignment-Directory Listing Card. Return to NWST Office. All dues, registration fees, sign costs, etc. must accompany application or room will not be assigned. **ENCLOSE ALL MONEY DUE. DEADLINE FOR APPLICATION: JULY 15, 2010.**

**Make checks payable to NORTHWEST SHOE TRAVELERS, INC.**

2010 Dues (only if not already paid) -----	\$ 50.00----	\$ _____
Registration Fees (EACH EXHIBITOR)-----	\$120.00----	\$ _____
Booth Payment \$140 per booth space-----		\$ _____
Tables ( <b>Must be paid for in advance for booths &amp; rooms</b> )--	\$ 25.00 (Each)	\$ _____
Electric (Booth area only)-----	\$ 30.00----	\$ _____
Door Sign (If needed, you keep) (Not needed for booths)-----	\$ 30.00----	\$ _____
Advertising (if paying in advance)-----		\$ _____
Additional Line Listings at \$5.00 each-----		\$ _____
Add Late Payment \$25.00-----		\$ _____
Total Payment Enclosed-----		\$ _____

Date Application Received  
(Office Use Only)

Use my Visa \_\_\_\_\_ or Mastercard \_\_\_\_\_ for my payment. Credit card number: \_\_\_\_\_  
Expiration Date \_\_\_\_\_ Name on card \_\_\_\_\_ Signature \_\_\_\_\_

**ROOM COSTS ARE PAID DIRECTLY TO THE MYSTIC LAKE CASINO HOTEL. YOU WILL PAY FOR THURSDAY, FRIDAY, SATURDAY, and SUNDAY NIGHTS.**

### APPLICATION AND AGREEMENT

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 N.W.S.T. 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** \_\_\_\_\_

**NORTHWEST SHOE  
TRAVELERS, Inc.**

**PLEASE CHECK PREFERENCE:**

BOOTH \_\_\_\_\_

**DISPLAY ROOMS:**

DOUBLE ROOM \_\_\_\_\_ (2 double beds in room)

KING ROOM \_\_\_\_\_ (1 king bed in room)

CONNECTING ROOMS \_\_\_\_\_

\*\*\*Please call the hotel directly (800) 262-7799, for sleeping room reservations (non-display rooms).\*\*\*

**BOOTHS:**

# OF TABLES IN BOOTH: 4' \_\_\_\_\_  
 6' \_\_\_\_\_  
 8' \_\_\_\_\_

Risers and table cloths are available at the show at no charge.

Check here if you will be bringing a 6' or higher display unit for your booth area:  
 \_\_\_\_\_

**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 bed removal fee.

# MARKET DIRECTORY INFORMATION:

FILL OUT AND RETURN WITH YOUR CONTRACT  
YOUR LISTING IN THE MARKET DIRECTORY  
COMES FROM THIS CARD.

**NORTHWEST SHOE TRAVELERS**  
**SPRING BUYING MARKET**  
**SEPTEMBER 10-12, 2010**  
**DEADLINE DATE: JULY 15, 2010**

## PLEASE CHECK PREFERENCE:

- BOOTH \_\_\_\_\_  
 DOUBLE ROOM \_\_\_\_\_  
 KING ROOM \_\_\_\_\_  
 CONNECTING ROOMS \_\_\_\_\_

NAME \_\_\_\_\_ PHONE \_\_\_\_\_ FAX \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

E-MAIL \_\_\_\_\_

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

## BRAND NAME:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**NORTHWEST SHOE TRAVELERS, INC.**

12630 12TH STREET NORTH LAKE ELMO, MN 55042

PHONE (651) 436-2709 --- FAX (651) 436-2028

e-mail: NWST @comcast.net

**SEPTEMBER 10-12, 2010**

**SET UP DAY - FRIDAY, SEPT. 10 --- 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 **JULY 15, 2010**. Registrations accepted after the July 15 deadline must be accompanied by the \$25.00 late registration fee.

THIS WILL BE A FRIDAY, SATURDAY and SUNDAY MARKET.

**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 night rate is \$70.

**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.

**COST:**

\$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.

**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!!!**



**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 July 15, (2) be signed and accompanied by all fees, and any other unpaid money due NWST, (3) satisfy all requirements specified and (4) enclose the Room Assignment-Directory Listing Card.

**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, SEPT. 10, 2010** **THE 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.

**READ CAREFULLY** Booths are available by 10:00 a.m..

- Room Occupancy**
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 during Market hours.
  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.

**IMPORTANT!** **SHOW HOURS: FRI. - 3:00 - 7:00 - SAT. - 9:00 a.m. - 6:00 p.m. & SUN. - 9:00 a.m. - 5:00 p.m.**

**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. Re-submitted contracts after deadline date risk a late fee penalty and less-than-desirable space allocation.

ENCLOSE YOUR ROOM ASSIGNMENT - DIRECTORY LISTING CARD	★ <b>DEADLINE DATE</b> ★ <b>JULY 15</b>
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**NO PACKING UP OR CHECKING OUT EARLY!**  
***RULES WILL BE ENFORCED!***

**NORTHWEST SHOE TRAVELERS, Inc.**  
**12630 12th Street No., Lake Elmo, MN 55042 -- (651) 436-2709**  
**MARKET DIRECTORY**  
**ADVERTISING CONTRACT**  
**SEPTMEBER SPRING BUYING MARKET**

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. Unless you, the exhibitor, supports the Market Directory with your advertising, we will not be able to afford to continue publishing this most important resource. In an effort to increase the number of ads, we are offering half pages at \$60.00.

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

<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%;">Half Page</td> <td style="width: 15%;">\$ 60.00</td> <td style="width: 15%;"></td> <td style="width: 55%;"><b>COLOR AVAILABLE:</b></td> </tr> <tr> <td>Full Page</td> <td>\$100.00</td> <td></td> <td>\$300 per page</td> </tr> <tr> <td>Inside Front Cover</td> <td>\$200.00***</td> <td></td> <td></td> </tr> <tr> <td>Inside Back Cover and Facing Page</td> <td>\$200.00</td> <td></td> <td></td> </tr> <tr> <td>Outside Back Cover</td> <td>\$200.00</td> <td></td> <td>***Taken***</td> </tr> </table>	Half Page	\$ 60.00		<b>COLOR AVAILABLE:</b>	Full Page	\$100.00		\$300 per page	Inside Front Cover	\$200.00***			Inside Back Cover and Facing Page	\$200.00			Outside Back Cover	\$200.00		***Taken***	<p><b>DEADLINE DATE</b>  <b>JULY 15, 2010</b>  <u><b>CANNOT BE EXTENDED.</b></u>  <b>AD MUST BE IN</b>  <b>NWST OFFICE</b>  <b>BY THIS DATE!</b></p>
Half Page	\$ 60.00		<b>COLOR AVAILABLE:</b>																		
Full Page	\$100.00		\$300 per page																		
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Inside Back Cover and Facing Page	\$200.00																				
Outside Back Cover	\$200.00		***Taken***																		

Ad Sizes: ½ pages: 4 ½" X 3 ½"                      Full page: 4 ½" X 7 ½"

Check Enclosed \_\_\_\_\_ **Indicate Ad Size:** 1/2 Page \_\_\_\_\_ Full Page \_\_\_\_\_  
 Black & White or Color: \_\_\_\_\_  
 Bill Salesman \_\_\_\_\_  
 Bill Firm \_\_\_\_\_ Attention: \_\_\_\_\_

Name of Firm \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Telephone \_\_\_\_\_

Name of Salesman \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Telephone \_\_\_\_\_

**THE 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.**

**RETURN COPY AND CONTRACT TO:**  
 NORTHWEST SHOE TRAVELERS, INC.  
 12630 12TH STREET NO.  
 LAKE ELMO, MN 55042

**THIS CONTRACT MUST BE RETURNED WITH YOUR AD COPY.**

**You can e-mail your ad to: cindy@mpcinc.net**  
**It must be in the J-Peg format.**