

2011 EXHIBIT SPACE APPLICATION

International Wine, Spirits & Beer Event at NRA Show
May 22-23, 2011, McCormick Place, Chicago, IL USA



First Class Mail or Fax to:

National Restaurant Association
Convention Department
24281 Network Place, Chicago, IL 60673-1242
PH: (312) 853-2525 FX: (312) 580-5416

Applications received after February 1, 2011 must include a 100% deposit.

1 Company Information

The company information below will be published. Exhibitors are listed alphabetically.
PLEASE INDICATE UNDER WHICH LETTER OF THE ALPHABET YOU WISH YOUR COMPANY NAME TO APPEAR _____.

COMPANY NAME _____
("Exhibitor")

ADDRESS _____

CITY _____ STATE _____

ZIP _____ COUNTRY _____

PHONE _____ FAX _____

COMPANY E-MAIL ADDRESS _____

WEB SITE ADDRESS _____

2 Contact Information (The contact information is not published)

KEY CONTACT PERSON _____

KEY CONTACT SHIPPING ADDRESS _____
(If different from above or above is a P.O. Box)

CITY _____ STATE _____

ZIP _____ COUNTRY _____

KEY CONTACT PHONE _____

KEY CONTACT E-MAIL ADDRESS _____

3 Booth Space Request

Please fill out the following for your booth assignment.

What type of booth are you requesting?

In-line Peninsula Island Tabletop

Please check the segment you would like to be located in:

Wine Spirits Beer

We do NOT want to be next to or across the aisle from:

4 Service Needs

For the purpose of your space assignment, please indicate if your exhibit needs electrical service. Electrical is only available in certain locations. Other utilities (gas, drain, etc.) are unavailable.

Yes No

5 Exhibitor Package Details

Per 8 x 10 Booth: Includes material handling up to 1000 lbs., 1 6' draped counter-height table, 1 wastebasket, carpet, ice & lexan, spittoon, water pitcher, 8' high backwall drape, 3' high sidewall drape, standard ID sign, daily cleaning & porter service.

Per Table Top Exhibit: Includes material handling up to 400 lbs., 1 6' draped table, 1 wastebasket, carpet, spittoon, water pitcher, standard ID sign, daily cleaning & porter service.

6 Exhibit Space Rental Cost

A 10% deposit of total space rental cost, payable in U.S. Funds, must be enclosed with this application. Applications received after October 1, 2010 must include a 50% deposit. The balance is due by **February 1, 2011**. **Applications received after this date must include a 100% deposit. No refunds will be made after December 30, 2010.** All booths are 80 sq.ft. (8 ft. deep x 10 ft. wide) increments.

Exhibit Space (select one)

<input type="checkbox"/>	1 Booth	\$ 2,599.00	=	\$
<input type="checkbox"/>	2 Booths	\$ 4,999.00	=	\$
<input type="checkbox"/>	3 Booths	\$ 7,499.00	=	\$
<input type="checkbox"/>	4 Booths	\$ 9,999.00	=	\$

Table Top _____ X \$ 1,800.00 = \$

of Corners _____ X \$ 300.00 = \$

TOTAL AMOUNT OWED = \$ _____ \$ _____
10% DEPOSIT

Indicate Payment Method:

Check

(Checks should be made payable to National Restaurant Association in U.S. funds drawn on a U.S. bank)

American Express Visa MasterCard \$ _____

Card Number _____ Auth Code _____

Cardholder Name _____ Exp Date _____

I authorize the National Restaurant Association to charge my credit card in the amount listed above and I understand there is a 4% administrative fee for refund cancellations associated with credit card deposits.

Authorized Signature _____ Date _____

7 Rules & Regulations

We agree to abide by all Rules and Regulations governing the Exposition as printed on page 2 hereof and which are a part of this application. We agree to allow Show Management, GES Exposition Services, and McCormick Place to provide us with promotional and other materials at the fax numbers and e-mail addresses listed above. Acceptance of this signed application (original copy or electronic image) by the National Restaurant Association constitutes a contract.

AUTHORIZED SIGNATURE _____

TITLE _____

DATE _____

APPLICATIONS RECEIVED WITHOUT AN AUTHORIZED SIGNATURE AND/OR PAYMENT WILL NOT BE PROCESSED.

FOR NATIONAL RESTAURANT ASSOCIATION USE ONLY

Date application & required payment received _____

Sequence # _____ Years in Show _____

Exhibitor ID# _____

International Wine, Spirits & Beer Event at NRA Show 2011 • May 22-23, 2011

General Rules and Regulations

The National Restaurant Association and its authorized representatives are hereinafter referred to as "Show Management" or "NRA". The International Wine, Spirits & Beer Event is hereinafter referred to as "IWSB" or "Event".

1. Payment, Refunds and Cancellations - An application for Exhibit Space submitted prior to October 1, 2010 must be accompanied by payment in the amount of 10% of the space rental charges. Applications received without such payment will not be processed nor will space assignment be made. Additional 40% of the balance of the space rental charge will become due and payable on October 1, 2010 with the remaining balance due no later than February 1, 2011. In the event an application is not accepted, any space payments will be returned.

Applications submitted after February 1, 2010 must be accompanied by FULL PAYMENT of the space rental charges. Applications received without such payment will not be processed nor will space assignments be made. Exhibitors may cancel or downsize their exhibit space and receive a full refund of all space payments on returned space provided written notification of such cancellation or downsizing is received by the NRA on or before December 30, 2010. There will be no refunds or credit of exhibit space payment for canceling or downsizing that occurs after December 30, 2010.

It is expressly agreed by the exhibitor that in the event it fails to pay the space rental at the times specified, or fails to comply with any other provisions contained in these rules and regulations concerning its use of exhibit space, Show Management shall have the right to reassign the booth location shown on the face of the Confirmation Contract for Exhibit Space or to take possession of said space and lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages, the amount paid for the space reservation, regardless of whether Show Management enters into a further lease for the space involved.

Should the Event not be held for any reason whatsoever, then and thereupon, the rental and lease of space to the exhibitor shall be terminated. In such case the claim limit for damage and/or compensation by the exhibitor shall be the return to the exhibitor of the prorata amount already paid for space in McCormick Place for this specific event.

2. Space Rental and Assignment of Location - IWSB is a closed trade event designed to provide a showcase for beverage alcohol products either specifically designed for or customarily used by the food service and lodging segments of the hospitality industry.

The NRA reserves the right to refuse rental of display space to any company whose display of goods or services is not, in the opinion of Show Management, likely to be compatible with the general character and objectives of the Event.

Whenever possible, space assignments will be made by the NRA in keeping with the preferences of location as requested by the exhibitor. Generally the criteria for assignment include but are not limited to: prior year participation, deadline adherence, date of receipt of application, sequence number assigned, booth configuration, and proximity to competitors. Show Management, however, reserves the right to make the final determination of all space assignments in the best interests of the Event.

Companies will receive a Confirmation Contract for Exhibit Space when Show Management has accepted the submitted Application for Exhibit Space in its entirety.

3. Use of Space, Subletting of Space - No exhibitor shall assign, sublet, or share the space allotted with another business or firm unless prior written approval has been obtained from the NRA. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in the exhibitor's display, parent or subsidiary companies excepted.

Exhibitors must show only goods manufactured or dealt in by them in the regular course of business. Distribution of said goods will be from assigned space only, unless authorization from Show Management is given for distribution at hotels. No distribution is allowed in Event aisles, from another exhibitor's booth or in public areas of McCormick Place or hotels. The NRA reserves the right to determine eligibility of any product and/or exhibit for inclusion in the Event. No firm or organization not assigned exhibit space will be permitted to solicit business during the Event.

4. Authorized Exhibitor Representative - Each exhibitor must name one person to be its representative in connection with installation, operation and removal of the firm's exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible. The exhibitor shall assume responsibility for such representative being in attendance throughout all Event periods; and this representative shall be responsible for keeping the exhibit neat, manned and operational at all times. In order to maintain the integrity of the Event, participating beverage alcohol exhibitors must be represented by a wine-maker, master distiller, brew master, or other title designating product expertise.

Admission to the Event will be by official Event badge only, which must be worn at all times when in the Event. The company name which appears on an exhibitor badge must match the company name as it appears on the Application for Exhibit Space. False certification of individuals as exhibitor representatives, misuse of exhibitor badges, or any method or device used to assist unauthorized persons to gain admission to the Event shall be cause for expelling the violators from the exhibit, banning them from further entrance to the Event, and removing the exhibit from the floor without any obligation whatsoever on the part of Show Management. Proper government issued identification matching the name on badge will be required to enter Event.

5. Installation and Removal - Show Management reserves the right to fix the time for the installation of a booth prior to the Event opening and for its removal after the conclusion of the Event. Installation of all exhibits must be completed by 10:00 a.m. on Sunday, May 22, 2011. Any space not claimed and occupied by 8:00 a.m., Sunday, May 22, 2010, may be resold or reassigned without refund. No exhibitor will be allowed to dismantle or repack any part of its exhibit until after the closing of the Event 5:00 p.m., Monday, May 23, 2011.

6. Arrangement of Exhibits - Each exhibitor is provided an Exhibitor Services & Information Kit which describes the type and arrangement of exhibit space and the standard equipment provided by the NRA for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Services & Information Kit. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Services & Information Kit guidelines, or the provisions set forth herein, such exhibit will be closed and prohibited from operating at any time during the Event.

Exhibitor Plan Review - Exhibitors utilizing a peninsula or island type exhibit, or are relocating to a space with a peninsula or island type exhibit, or involving other unusual construction features are required to submit a copy of their booth construction plans and layout arrangements. These plans, including a scaled plan view and elevations with dimensions, must be submitted to the Convention Department for approval at least sixty (60) days prior to the opening of the Event.

Multi-Story Exhibits are NOT Permitted

Americans with Disabilities Act - Exhibitor represents and warrants that its exhibit space shall be reasonably accessible and usable by persons with disabilities and that it is in compliance to the extent applicable under regulations implementing Title III of the Americans with Disabilities Act. Exhibitor shall indemnify and hold Show Management harmless from and against any and all claims and expenses, including attorneys' fees and litigation expenses, that may be incurred by or asserted against Show Management, its officers, directors, agents or employees on the basis of exhibitor's breach of this paragraph or noncompliance with any provision of the ADA.

7. Laws Applicable - Each exhibitor shall comply with all laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in this Event. Show Management and the Official Show contractor have no responsibility pertaining to exhibitors' compliance with such laws.

All booth decorations, including carpeting, must be flame-proofed and all hangings must clear the floor. Electrical wiring must comply with National Electrical Code Safety Rules and the City of Chicago Electrical Code. If inspection indicates any exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazard, Show Management reserves the right to cancel all or such part of its exhibit as may be in noncompliance and effect the removal of same at exhibitor's expense.

If unusual equipment or machinery is to be installed, or if appliances that might come under fire codes are to be used, the exhibitor should communicate with Show Management for information concerning facilities or regulations. Use of anything of a hazardous nature such as open flame must be approved, in writing, by the Bureau of Fire Prevention of the Chicago Fire Department. Evidence of such approval shall be provided to Show Management at least thirty (30) days prior to the opening of the Event.

This contract shall be governed by the laws of the state of Illinois. Exhibitors agree to abide by the rules and regulations of McCormick Place as well as to these general rules and regulations. Except as to a parent, subsidiary or affiliated entity, neither party may assign this application or contract for exhibit space without the express prior written consent of the other party. Exhibitor agrees to verify upon request of Show Management they have legal right to display and sell products exhibited at the Show, including that the products they display and names thereon do not violate the intellectual property rights of anyone else.

8. Storage of Packing Crates and Boxes - Exhibitors will not be permitted to store packing crates, boxes, cartons, literature or excess material in or behind their booths during the Event, but these, when properly marked, will be stored and returned to the booth by service contractors after the conclusion of the Event. It is the exhibitor's responsibility to mark and identify its crates. Crates not properly marked or identified may be destroyed. Show Management assumes no responsibility for the contents of crates or boxes improperly labeled as "empty." It may be necessary to store empty crates and cartons outside the building. Every effort will be made to protect the crates from the elements, but neither Show Management nor its service contractors will assume any responsibility for damage to them. The removal and return of large crates which cannot be handled by hand trucks will be charged at prevailing rates. Crates, boxes or other exhibit materials unclaimed by the exhibitor after the Event will be removed at the exhibitor's expense. Exhibitors will be billed by Show Management for removal time and materials at prevailing rates.

9. Operation of Displays

The Exhibitor shall assume responsibility to have an exhibitor representative in the booth at all times during official Event hours, and said representative shall be responsible for keeping the exhibit neat, manned and operational at all times.

Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the Event as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, or display of unsuitable material, is determined by Show Management to be objectionable to the successful conduct of the Event as a whole. Use of so-called "barkers" or "pitchmen" is strictly prohibited.

All demonstrations or other promotional activities, including crowds from these activities, must be confined to the limits of the exhibit space and must not block the aisles. No sales activity, demonstrations, sampling, giveaways, solicitation, literature distribution, etc. will be permitted in the aisles of the Event floor or the public areas of the building.

Retail Sales - No direct or retail sales are permitted at any time. The exchange of payment and delivery of product to the buyer on the Event floor is strictly prohibited. Exhibitors may take orders for product, however delivery of product must take place after the conclusion of the IWSB.

Contests, Drawings & Lotteries - Raffles or other promotional measures requiring guests to be present at a specified location and time are prohibited. Exhibitor represents and warrants that any contests, drawings or lotteries it conducts meet the requirements of all federal, state and local laws regarding such activities. All unusual promotional activities must be approved in writing by Show Management at least 60 days prior to the opening of the Event.

Literature Distribution - Distribution of trade publications, invitations, circulars, business cards, stickers, novelties, etc., may be made only within the space assigned to the exhibitor distributing such materials. Trade publishers are prohibited from soliciting advertising during the Event.

Literature Bag Distribution - Any message printed on a bag distributed by an exhibitor may not reflect the name of a company NOT exhibiting in the IWSB. Distribution of literature bags must remain within the exhibit space assigned to the exhibitor distributing the bag.

Live Animals - Live animals are prohibited.

Models - Booth representatives, including models or demonstrators, must be properly and modestly clothed, in addition to having an official Event badge. Excessively revealing attire is prohibited.

Food and/or Beverage Samples - Exhibitors must cease the distribution of samples of any kind whenever such activity blocks the aisles or in any way inhibits nearby exhibitors. **Exhibitors whose products are alcoholic beverages may serve or sample these products in their booth, provided they are in compliance with NRA, state, and local laws regarding such activity. Exhibitors sampling alcohol must submit a Certificate of Insurance to NRA in advance of the Show insuring the exhibitor for liquor liability and naming National Restaurant Association as an "Additional Named Insured."**

Sound - All Exhibitors wishing to use a sound system or public address equipment are required to complete and submit an application for sound systems and a monetary deposit based on the size of their booth, to the NRA by April 1, 2011. Exhibits which include the operation of musical instruments, radios, sound and/or public address systems or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not disturb or disrupt adjacent exhibitors and their patrons, nor cause the aisles to become blocked. Loudspeakers must be positioned to direct sound toward the center of the exhibit booth or display area; NOT pointed toward the aisles. **The 80/80 Sound Rule:** Any sound which consistently exceeds 80 decibels measured at the edge of an exhibitor's booth, is clearly identifiable more than 80 feet from that booth, or is, in the opinion of Show Management, objectionable or interfering with neighboring exhibits is considered in violation of IWSB regulations.

Music Licensing - No Exhibitor may use music, whether live or recorded, in its booth without appropriate music licensing agreements for the public performance of any copyrighted music utilized by the Exhibitor.

10. Liability and Insurance - All property of the exhibitor is understood to remain under its custody and control in transit to and from the Event and while it is in the confines of McCormick Place. Neither Show Management, the Official Show contractor, the management of McCormick Place nor any of the officers, staff members or directors of any of the same are responsible for the safety of the property of exhibitor's from theft, damage by fire, accident, vandalism or other causes, and the exhibitor expressly waives and releases any claim or demand it may have against any of them by reason of any damage to or loss of any property of the exhibitor.

Show Management does not maintain insurance covering exhibitor's property. It is required that exhibitor obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

Security - Although security personnel will be provided by Show Management, Show Management shall have no liability whatsoever for theft, loss or damage to property belonging to any exhibitor, the exhibitor's agent, employees, business invitees, visitors or guests.

11. Indemnification - Except as otherwise specifically prohibited by applicable law, exhibitor agrees to protect and hold Show Management forever harmless from any damage or charges imposed for any violation of any law or ordinance whether occasioned by the negligence of exhibitor or those holding under the exhibitor as well as to strictly comply with the applicable terms and conditions contained in the agreement between McCormick Place and Show Management regarding the exhibition premises; and further exhibitor shall at all times protect, indemnify and hold harmless Show Management and McCormick Place against and from any and all loss, costs, damages, liability, or expense arising from or out of any accident or other occurrence to anyone, including exhibitor, its agents, employees and business invitees, which arise from or out of or by reason of exhibitor's occupancy and use of the exhibition premises or any part thereof. By exhibiting, exhibitor for and on behalf of itself, its employees, agents and invitees, releases and waives any and all claims, demands or actions against Show Management and McCormick Place and their respective officers, directors, employees and agents resulting from any act or omission of exhibitor, its employees, agents and invitees.

12. Age Requirement - No one under 21 years of age will be permitted in the Event Exhibit Hall at any time regardless of affiliation or circumstances. NRA reserves the right to request proof of age. No children, no infants, no strollers, no back pack carriers are allowed. No exceptions. This rule applies to exhibitors as well as attendees.

13. Union Labor - Exhibitors are required to observe all contracts in effect between Show Management, service contractors, McCormick Place and the labor organizations involved.

14. Care of Building and Equipment - Exhibitors or their agents shall not injure or deface any part of the exhibit building, the booths, or booth contents or Event equipment and decor. If exhibitor does such damage, it shall be liable to the owner of the property so damaged.

15. Other Regulations - Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management. **Show Management shall have sole authority to interpret, amend, and enforce these rules and regulations, provided exhibitors receive notice of any amendments when made. Each exhibitor, and its employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence. Exhibitors or their representatives who fail to observe these conditions of contract or who, in the opinion of Show Management, conduct themselves unethically may be immediately dismissed from the exhibit area without refund or other appeal.**