



OUTDOOR INDUSTRY Outdoor Retailer is an Emerald Expositions event endorsed & sponsored by Outdoor Industry Association

2017 SUMMER MARKET VENTURE OUT RAW SPACE CONTRACT

JULY 26 - 29, 2017 • SALT PALACE CONVENTION CENTER • SALT LAKE CITY, UT

EXHIBITOR INFORMATION

Customer #
(if returning exhibitor)

Company Name (Legal Billing Name) _____ Exhibiting As Name (If Different) _____

Address _____ City _____

State _____ Zip/Postal Code _____ Country _____ Website _____

Tradeshow Contact Information - Name _____

Email _____ Phone _____ Fax _____

(Portions of the above exhibitor information will appear in the **Summer Market 2017 Official OR Pre-Show Daily, the Show Directory and/or the Outdoor Retailer website.**)

STEP 1: SIGNATURE

We understand and agree that this application for Exhibit Space becomes a binding contract when accepted in writing by Emerald Expositions, LLC, the show organizer, and we hereby agree that the attached Terms and Conditions are enforceable and are incorporated into and control this Exhibit Space Contract, once it is accepted by Emerald Expositions, LLC. We further agree that any terms and conditions associated with any purchase order we may submit in order to process payment for this Exhibit Space Contract are of no force or effect, regardless of the express language of the purchase order we submit.

Exhibitor represents and warrants that the party executing this Agreement on behalf of Exhibitor is duly authorized to act on behalf of Exhibitor and to execute this Agreement and legally bind Exhibitor to the terms contained herein.

Signature Required >

Agreed to by _____ Date _____
signature of official company representative

STEP 2: BOOTH SIZE REQUEST

RENEWAL BOOTH DEPOSITS AND CONTRACTS ARE DUE DECEMBER 15, 2016

100 sq. feet 200 sq. feet 400 sq. feet

Booth display must be approved by OR management.

EXHIBITION SPACE LOCATION. Outdoor Retailer reserves the right, in its sole and absolute discretion, to determine who will be permitted to display products as an exhibitor, and the size, location and configuration of exhibition space for which application is made. Exhibiting at prior shows, nature of product displayed, number of booths requested and other factors may influence, but does not guarantee location of exhibition space.

FEATURES & BENEFITS

- Opportunity to be amongst flagship brands in this space, but with your own unique, standalone booth presentation
- Zealous marketing outreach to key new retailers including digital, video, website and print advertising
- Unmatched exposure to the Outdoor Retailer audience with the buying power of the outdoor industry
- Promotions in each of our print products including attendee brochure, O.R. Pre-Show Daily, Show Directory and onsite O.R. Daily and show publications
- Dedicated education and business forums from leading experts on this business channel including retail design and merchandising
- Inclusion in the Venture Out community space

STEP 4: FEES AND REMITTANCE

Fees and Remittance—Outdoor Retailer Summer Market 2017:

100 sq. ft. = **\$4,350**
200 sq. ft. = **\$8,700**
400 sq. ft. = **\$17,400* Limited**

A 10% OIA credit will be applied to the FINAL booth space invoice of customers with active OIA status as of April 27, 2017.

DEPOSIT SCHEDULE:

- 25% of total booth invoice due with contract to reserve space by December 15, 2016. **(Non-refundable processing fee.)**
- 50% of total invoice due by March 4, 2017. **(Exhibitor is liable for 50% of total contract for cancellation or reductions after this date.)**
- 100% of total invoice due by May 24, 2017. **(Exhibitor is liable for 100% of total contract for cancellations or reductions after this date.)**

FEE WORKSHEET

TOTAL BOOTH SPACE FEE	\$ _____
Booth Deposit Submitted	<input type="checkbox"/> 25%
	<input type="checkbox"/> 50%
	<input type="checkbox"/> 100%
<small>(Deposit due with contract) See deposit schedule on left.</small>	
Enhanced Exhibitor Listing Upgrade	<input type="checkbox"/> \$495
<small>(100% due with submission of contract)</small>	
TOTAL CONTRACT AMOUNT DUE	\$ _____
TOTAL PAYMENT SUBMITTED WITH CONTRACT	\$ _____
<small>(Must include Booth Deposit)</small>	

Booth cost does not include material handling, labor, electrical, decoration or other available auxiliary services.
ALL REQUESTS FOR EXHIBIT SPACE MUST BE FOLLOWED IMMEDIATELY BY A DEPOSIT.
(SEE "CANCELLATION OR REDUCTION" POLICY ON REVERSE SIDE OF CONTRACT.)

STEP 5: PAYMENT INSTRUCTIONS

**EMAIL COMPLETED CONTRACT AND COMPANY INFO TO:
CONTRACTS@OUTDOORRETAILER.COM
OR FAX TO: 949/226-5629**

PAYMENT

If you wish to pay the balance by ACH, wire or check, Outdoor Retailer must receive the full installment booth balance prior to each installment due date. If ACH, wire or check is not received, your credit card on file will automatically be charged the installment booth balance.

PAYING BY CHECK:

Make checks payable to Outdoor Retailer
Emerald Expositions, LLC
32753 Collection Center Drive
Chicago, IL 60693-0327

PAYING BY ACH:

Emerald Expositions, LLC
Attn: Outdoor Retailer
Bank of America
2701 Harbor Blvd.
Costa Mesa CA 92626
ACH Routing #122000661
Acct# 1453616843

PAYING BY WIRE:

Emerald Expositions, LLC
Attn: Outdoor Retailer
Bank of America
2701 Harbor Blvd.
Costa Mesa CA 92626
Routing #026009593
Acct# 1453616843
SWIFT Code BOFAUS3N

PAYING BY CREDIT CARD: If you wish to pay by credit card, Outdoor Retailer will send you an invoice with a link to pay your balance online.

ACCEPTANCE

Please complete and email or fax this entire contract, to include pages 1 and 3. An email or faxed copy will be accepted to reserve space, however, the deposit must be received by Outdoor Retailer within 10 days of the space reservation. Note that the receipt of this completed Exhibit Space Contract by Outdoor Retailer is required in order to exhibit.

You must sign the Highlighted Area in Step 1 with either an Adobe Official Electronic e-signature or a handwritten signature.

Signature Required >

SUMMER MARKET 2017 PRODUCT CATEGORIES/MARKET SEGMENTS

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PRODUCT CATEGORIES – UP TO 8

The O.R. Pre-Show Daily/Show Directory will feature overall product categories: Accessories, Footwear, Hardgoods, Softgoods and Services/Suppliers/Other. Choose up to 8 category boxes below. (If you select more than 8, Outdoor Retailer will only input the first 8 selected.) You will have the ability to further refine your categories online for retailers via a link in your booth confirmation email.

LEGEND ACCESSORIES = AC FOOTWEAR = FW HARDGOODS = HG SOFTGOODS = SG

ADVENTURE/TRAVEL	<input type="checkbox"/> AC	<input type="checkbox"/> FW	<input type="checkbox"/> HG	<input type="checkbox"/> SG	NON-PROFIT	<input type="checkbox"/> Other
BACKPACKING/CAMPING/HIKING	<input type="checkbox"/> AC	<input type="checkbox"/> FW	<input type="checkbox"/> HG	<input type="checkbox"/> SG	PADDLESPOrts/WATERSPORTS	<input type="checkbox"/> AC <input type="checkbox"/> FW <input type="checkbox"/> HG <input type="checkbox"/> SG
CHILDREN'S	<input type="checkbox"/> AC	<input type="checkbox"/> FW	<input type="checkbox"/> HG	<input type="checkbox"/> SG	PET PRODUCTS	<input type="checkbox"/> AC <input type="checkbox"/> FW <input type="checkbox"/> HG <input type="checkbox"/> SG
CLIMBING/MOUNTAINEERING	<input type="checkbox"/> AC	<input type="checkbox"/> FW	<input type="checkbox"/> HG	<input type="checkbox"/> SG	PREMIUM/BOUTIQUE	<input type="checkbox"/> AC <input type="checkbox"/> FW <input type="checkbox"/> HG <input type="checkbox"/> SG
CYCLING/MOUNTAIN BIKING	<input type="checkbox"/> AC	<input type="checkbox"/> FW	<input type="checkbox"/> HG	<input type="checkbox"/> SG	RAW MATERIALS/SUPPLIERS	<input type="checkbox"/> Other
FISHING/FLY FISHING	<input type="checkbox"/> AC	<input type="checkbox"/> FW	<input type="checkbox"/> HG	<input type="checkbox"/> SG	RETAIL SERVICES	<input type="checkbox"/> Other
FOOD/NUTRITIONALS	<input type="checkbox"/> Other				RUNNING/TRAIL RUNNING	<input type="checkbox"/> AC <input type="checkbox"/> FW <input type="checkbox"/> HG <input type="checkbox"/> SG
HEALTH & FITNESS	<input type="checkbox"/> AC	<input type="checkbox"/> FW	<input type="checkbox"/> HG	<input type="checkbox"/> SG	SNOW/WINTERSPORTS	<input type="checkbox"/> AC <input type="checkbox"/> FW <input type="checkbox"/> HG <input type="checkbox"/> SG
HUNTING	<input type="checkbox"/> AC	<input type="checkbox"/> FW	<input type="checkbox"/> HG	<input type="checkbox"/> SG	STAND UP PADDLE (SUP)	<input type="checkbox"/> AC <input type="checkbox"/> FW <input type="checkbox"/> HG <input type="checkbox"/> SG
INDUSTRY AFFILIATION/ASSOCIATION	<input type="checkbox"/> Other				SURF/SKATE	<input type="checkbox"/> AC <input type="checkbox"/> FW <input type="checkbox"/> HG <input type="checkbox"/> SG
LIFESTYLE/MEN'S	<input type="checkbox"/> AC	<input type="checkbox"/> FW	<input type="checkbox"/> HG	<input type="checkbox"/> SG	TECHNOLOGY	<input type="checkbox"/> AC <input type="checkbox"/> FW <input type="checkbox"/> HG <input type="checkbox"/> SG
LIFESTYLE/WOMEN'S	<input type="checkbox"/> AC	<input type="checkbox"/> FW	<input type="checkbox"/> HG	<input type="checkbox"/> SG	TRADE SERVICES	<input type="checkbox"/> Other
MADE IN AMERICA	<input type="checkbox"/> Other				TRIATHLON/MULTISPORT/ENDURANCE	<input type="checkbox"/> AC <input type="checkbox"/> FW <input type="checkbox"/> HG <input type="checkbox"/> SG
MEDIA/PUBLICATION	<input type="checkbox"/> Other				YOGA/PILATES/MIND & BODY	<input type="checkbox"/> AC <input type="checkbox"/> FW <input type="checkbox"/> HG <input type="checkbox"/> SG
MILITARY/TACTICAL	<input type="checkbox"/> AC	<input type="checkbox"/> FW	<input type="checkbox"/> HG	<input type="checkbox"/> SG	YOUTH	<input type="checkbox"/> AC <input type="checkbox"/> FW <input type="checkbox"/> HG <input type="checkbox"/> SG
NATURAL PRODUCTS	<input type="checkbox"/> AC	<input type="checkbox"/> FW	<input type="checkbox"/> HG	<input type="checkbox"/> SG		

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