



3200 Rice Mine Rd NE Tuscaloosa, AL 35406

P: 800-633-5953 / F: 205-248-1034

Randy Schwartzenburg Ext 1261 / Bob Scroggins Ext 1202

Application/Contract for Exhibit Space 10x90

1. Exhibiting Company Information

Company Name _____
 Street Address/PO Box _____
 City, State, Zip _____
 Contact _____ Title _____
 Telephone _____ Fax _____ Email _____
 Product to be exhibited _____

Send all correspondence or billing to the name and address below – If different than above:

Company Name _____
 Street Address/PO Box _____
 City, State, Zip _____
 Contact _____ Title _____
 Telephone _____ Fax _____ Email _____

2. 2007 Rates

Number of Locations	Rate
29 Shows	\$2000 per location
26-28	\$2150 per location
20-25	\$2250 per location
10 - 19	\$2500 per location
5 – 9	\$2750 per location
Less than 5	\$3000 per location

Total # of Shows: _____

Rate: \$ _____
Total: \$ _____

3. Payment

100% payment must be made by your first show date.

- Bill me for my booth space to the address above.
- Check enclosed for the amount of _____
- Please charge my ___ Amex ___ Visa ___ MC for the amount of _____

Card # _____ Exp. _____ Security# _____

Printed Name on Credit Card _____

Exhibitor agrees to pay the cost of any ancillary charges incurred on its behalf, including but not limited to extra installation costs, additional moving costs, etc.

Space assignments will be made after the signed contract is received.

PLEASE SIGN HERE

★ Authorized Signature _____ Date _____
 Printed Name of Signature Above _____

For Office Use Only

Date Rec'd _____ Sls Rep _____ ID# _____ New _____

Accepted by America's Traveling Trucking Show _____

Space # _____ Price _____ Acct Rec'd _____

4. Please check the locations you plan to exhibit.

Truck Stop Location	Check Each	Truck Stop Location	Check Each
GA, Atlanta (<i>Petro</i>) March 27, 28, 29		IL, Rochelle (<i>Petro</i>) July 31 - Aug 2	
FL, Ocala (<i>Petro</i>) April 3, 4, 5		IA, Des Moines (<i>Bosselman</i>) August 7, 8, 9	
GA, Kingsland (<i>Independent</i>) April 10, 11, 12		MO, Oak Grove (<i>Petro</i>) August 14, 15, 16	
NC, Kenly (<i>TA</i>) April 17, 18, 19		MO, Joplin (<i>Petro</i>) August 28, 29, 30	
VA, Lexington (<i>Independent</i>) April 24, 25, 26		NE, Grand Isle (<i>Bosselman</i>) Sept 11, 12, 13	
VA, Ruther Glen (<i>Petro</i>) May 1, 2, 3		NE, Big Springs (<i>Bosselman</i>) Sept 18, 19, 20	
NJ, Bordertown (<i>Petro</i>) May 8, 9, 10		WY, Little America (<i>Independent</i>) Sept 25, 26, 27	
PA, Scranton (<i>Petro</i>) May 15, 16, 17		OR, Portland (<i>Independent</i>) Oct 2, 3, 4	
MA, Shrewsbury (<i>Independent</i>) May 22, 23, 24		CA, Sacramento (<i>Independent</i>) Oct 9, 10, 11	
MA, Chicopee (<i>Independent</i>) June 5, 6, 7		NV, Reno (<i>Petro</i>) Oct 16, 17, 18	
RI, West Greenwich (<i>Independent</i>) June 12, 13, 14		CA, Wheeler Ridge (<i>Petro</i>) Oct 23, 24, 25	
OH, Girard (<i>Petro</i>) June 19, 20, 21		TX, El Paso (<i>Petro</i>) Oct 30 – Nov 1	
IN, Fort Wayne (<i>Independent</i>) June 26, 27, 28		TX, San Antonio (<i>Petro</i>) Nov 6, 7, 8	
MI, Woodhaven (<i>Independent</i>) July 17, 18, 19		LA, Shreveport (<i>Petro</i>) Nov 13, 14, 15	
IL, Chicago (<i>Independent</i>) July 24, 25, 26			

OFFICIAL TERMS AND CONDITIONS

The following terms and conditions are incorporated into the contract for exhibit space:

1. **Exhibit Installation/Dismantling** All exhibits must be removed by 9:00 pm the last day of each show. No alterations to the exhibit set-up will be allowed during show hours. Exhibitors may not begin dismantling their exhibits until 7:00 pm the last day of each show. **There will be no exceptions.**

GENERAL

2. **Amendment** This contract shall only be amended or modified upon the written consent of both Show Management and the Exhibitor excepting those provisions expressly providing otherwise.

3. (a). **Cancellation** Exhibitors canceling from The Show (or deemed by Show Management to have cancelled due to non-payment of amounts as they fall due) or who fail to exhibit, **shall be liable** to pay the following cancellation charges:

The exhibitor shall be held liable to reimburse Show Management the costs and expenses arising directly as a result of cancellation or failure to exhibit. Notice of cancellation must be made in writing to America’s Traveling Truck Show, 3200 Rice Mine Road N.E., Tuscaloosa, AL 35406.

(b). **Damages** Exhibitor expressly waives any recourse for damages against Show Management in the event this agreement is revoked or cancelled by Show Management for violation of any promises hereof. In case of acts of God, or conditions necessitating the canceling of The Show, Show Management may revoke this agreement.

4. **Eligibility to Exhibit** Space assignments are made available only to companies, which offer on-going products or services directly related to or in support of the trucking industry.

5. (a). **Insurance** Exhibitor, for itself and on behalf of decorators, contractors, service people, or others employed by Exhibitor shall, during the entire term of this lease, secure, furnish and maintain insurance as follows: (1.) Worker’s Compensation Insurance in the minimum amounts required by each applicable state. (2.) Comprehensive General Liability Insurance with minimum combined limits of liability of \$500,000 for bodily injury and/or property damage in any one occurrence. **Such insurance coverage shall name America’s Traveling Truck Show, Show Management, the officers, agents and employees of both as additional insured parties.**

(b). **Indemnity** Exhibitor, on behalf of itself, its agents, servants, employees, customers, and guests, hereby agrees to assume, defend at all times, indemnify, protect, save and hold harmless America’s Traveling Truck Show, Show Management, and their officers and directors, agents, servants and employees against claims or demands arising or resulting from any activities conducted in preparation for or as a part of the exhibit, including but not limited to the claims of any employee or agent of the Exhibitor, and the claims of any other person for damages for bodily injury, sickness, mental anguish or death, and claims for damages to the property of any such employee, agent or persons. America’s Traveling Truck Show, Show Management, and their officers and directors, agents, servants and employees shall not be liable for any loss, damage, or injury to the property of the exhibitor, which is sustained and used by the exhibitor in the space provided by Show Management.

6. **Miscellaneous** (a). **Performance** Time is of the essence in this contract.

(b). **Choice of Law** The terms and provisions of this lease shall be governed under the laws of the State of Alabama. (c). **Claims** Exhibitors agree to submit any controversy or claim arising out of or related to this contract or breach thereof exclusively to the courts of the State of Alabama.

Initial Here _____

7. Payment

All booth space must be paid in full before the first show that you will exhibit. No setup will be allowed on unpaid space.

Balance will be due on or before February 28, 2007. Where a contract is made after February 28, 2007, then the full cost of the space shall be due and payable immediately and shall accompany the contract. Exhibitors will not receive the wide range of support services and facilities available until their space payment installments are settled.

8. **Rules and Regulations** Exhibitor agrees to abide by and adhere to all laws of the applicable state, all pertinent ordinances and policies & procedures of Petro Stopping Centers, L.P. and all Show policies adopted by Show Management. Said policies and terms are hereby made a part of this agreement as if copied in full herein. All distribution of food samples by Exhibitor must receive authorization from contracted caterer. Please contact Show Management for proper contact information.

9. **Space Assignment** Application for space at The Show shall be made on the contract overleaf and shall be duly signed by the applicant or a person authorized by him. Space assignments will be provided to Exhibitors after contract is signed by Show Management and shall bind the Exhibitor to exhibit and also to observe the Terms and Conditions of The Show, and any subsequent amendments. Notice of any changes in space assignments after acceptance will be provided to Exhibitors at least one week prior to The Show.

10. **Subleases** The exhibiting company signing the space contract cannot sublease any portion of their exhibit area without written permission of Show Management. Exhibit space is assigned by contract/invitation only. Show Management reserves the right to reject applications for space, if in the best interest of The Show.

11. **Food Samples** All distribution of food samples by Exhibitor must receive authorization from contracted caterer. Please contact show Management for proper contact information.

12. **Displays** During Show hours the Exhibitor shall display only its products in the exhibit space provided for by this Agreement. Exhibitor shall not during show hours display its products at any other location within a 100-mile radius of The Show. Nothing in this provision, however, shall be construed to prohibit an Exhibitor from displaying its products at the Exhibitor's permanent place of business.

EXHIBIT SPECIFICATIONS

13. (a). **Space Available** Each space will be 900 sq ft unless otherwise specified by show management.

(b). **Signs** Each exhibitor will provide their own signage for their space.

(c). **Character of Exhibits** Show Management reserves the right to approve the character of all displays and to prohibit any display which, because of noise or other objectionable features, detracts from the general character of the Show.

14. **Damage** Exhibitors will be liable for any damage caused by Exhibitor to the show locations; to equipment furnished by Show Management or service suppliers designated by them; and/or the property of any other exhibitors or attendees.

15. **Exhibitor Conduct** No soliciting of attendees shall be permitted outside the boundaries of the show area. Samples, catalogues, pamphlets, souvenirs, and other promotional items may be distributed by Exhibitors and their representatives (including models) only within their exhibit space. No Exhibitor shall be permitted to conduct any prize drawings or awards for signing of names and addresses, without prior approval of Show Management. All signs, advertising, literature and other promotional material must directly relate to the Exhibitor's name, product and service as set forth and approved in the Exhibit Space Contract. The Exhibitor's officers, agents, employees may not wear clothing that Show Management deem as inappropriate or not in keeping with the character of The Show.

16. **Exhibitor Information** Exhibitor shall furnish any information in writing that may be reasonably requested by Show Management in connection with The Show.

17. **Management** Show Management reserves the right to close any exhibit leased herein, without liability, should Exhibitor, the exhibit or any employee thereof engage in acts that are substantially disruptive and against the best interests of The Show.

18. **Noise** While the operation of displayed products is encouraged, such operation must be accomplished without creating a sound factor, which would be objectionable to neighboring exhibitors. This includes the operation of power equipment and construction work during show hours. Show Management reserves its right to cancel any exhibit space contract, without penalty, in the event that such noise becomes disruptive to the Show. Use of sound slides, sound motion pictures, loud speakers and other sound devices are subject to the approval of Show Management. Use of motion pictures and slides will be permitted only if they are directly related to products, services, techniques, or use of product. **EXHIBITOR IS RESPONSIBLE FOR LICENSING FEES ASSOCIATED WITH THE USE OF MUSIC.**

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