

TERMS OF SDCA TRADE SHOW CONTRACT

Please read these rules and regulations in their entirety as by reference they are incorporated into your contract. Participation in the South Dakota Cattlemen's Association Convention and Trade Show does not in any way constitute an endorsement by the SDCA of any item or product on display, and any liability on the part of the SDCA Trade Show for the improper function of any item or product is hereby DENIED.

Exhibitor Representative Responsibility: Exhibitors must name at least one person to be their representative in connection with installation, operation and removal of exhibit. Such representative shall be authorized to enter into such service contract as may be necessary, and for which the exhibitor shall be responsible. Each exhibitor must keep an attendant in the display during the hours designated in the convention program as official exhibiting hours.

Building Occupancy: In case the convention center is destroyed or damaged or access to the premises is prevented or interfered with by reason of any strike, lock out, injunction, act of war, act of God, emergency declared by any government agency, or for any other reason, this contract may be terminated by SDCA. In the event of such termination, the exhibitor waives any damages and agrees that SDCA's sole liability will be to return the exhibitor's space payment, less a pro-rata share of all costs and expenses incurred by SDCA.

Rejected Displays: The exhibitor agrees that their exhibit shall be admitted and remain daily solely on strict compliance with the rules herein. SDCA reserves the right to reject, eject or prohibit any exhibit in whole or in part or any exhibitor or his representatives, with or without giving cause, liability shall not exceed the return to the exhibitor the amount of rental unearned at the time of ejection. If an exhibit or exhibitor is ejected for violation of these rules or this contract or for any stated reason, no return of rental shall be made.

Special Visual & Sound Effects: Audio-visual equipment and other sound and attention getting devices and effects will be permitted only in those locations and in such intensity as, in the opinion of SDCA, do not interfere with the activity of neighboring exhibitors. Films purely for entertainment without educational informative value will not be permitted.

Defacing Building: Exhibitors are liable for any damage caused by displays or fixtures to the building floors, walls, or to the standard booth equipment or for damages caused in any other manner. Exhibitors may not apply paint, lacquer, adhesive or any other coating to building walls and floors or standard booth equipment.

Safety, Fire & Health: The exhibitor must comply with all applicable safety, fire and health laws, ordinances and regulations. Exhibitor will not do anything, which would increase any insurance premium for SDCA or void its insurance policy.

Limitation of Liability: Each exhibitor must make provisions for the safeguarding of their goods, materials, equipment and display items at all times; and whenever the same may be located within, on, or about the exhibition hall premises. SDCA will not be responsible for property damage or loss by or for any cause and exhibitor hereby waives any right to claim liability against them for the same. SDCA, its employees, subcontractors and the convention center will not be liable for injuries to any person or for damages or injuries that may be incident to, arising from, or be in any way connected with the exhibitors occupation or display space; and the exhibitor agrees to defend, indemnify, and hold SDCA, its employees, subcontractors, the convention center, harmless against all such claims. The exhibitor expressly understands and agrees that the foregoing limitations of liability clauses, and each of them, applies not only to the exhibit hours, but also at all other hours of each day for the period extending from the commencement of installation until the final removal of all the exhibitor's property and personnel from the exhibit hall, and to any latent or contingent damage, injuries, or liability arising from or out of, exhibitors participation in the SDCA Trade Show. SDCA and its employees, subcontractors, or the convention center will not be responsible to any degree whatsoever for any ill effects caused any person or group of persons in attendance prior to, during, and after the close of the SDCA Convention & Trade Show for any samples taken, or by other means given them by the exhibitor representatives. SDCA assumes no responsibility for having included the name of the cancelled exhibitor or description of exhibitor's products in the show catalog, news releases or other material.

Amendment to Rules: Any and all matters of question not specifically covered by the preceding rules and regulations shall be subject to the decision of SDCA. SDCA may amend these rules and regulations any time and all amendments so made shall be binding on exhibitors equally with the foregoing rules.



ADVANCING THE INTERESTS
OF SOUTH DAKOTA
CATTLEMEN

64TH ANNUAL
CONVENTION
&
TRADE
SHOW

Crossroads
Events Center
Huron



November 28-29, 2012

SDCA TRADE SHOW

Important Instructions:

1. Please keep a copy and mail original with payment to: SDCA, 215 E Prospect Ave Pierre, SD 57501.
2. For further information, call 605.945.2333 or e-mail: office@sd cattlemen.org
3. Booth assignments are first-come, first served with preference given to SDCA Allied Industry supporters.

Contact Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-Mail _____

Title _____

Signature _____ Date _____

Acceptance of this application by SDCA constitutes a contract. We agree to abide by the rules and regulations of the 2012 South Dakota Cattlemen's Convention & Trade Show which are printed on the back of this document and to all conditions under which exhibit space at the trade show site is leased to the SDCA.



Hours: Set-up is 11/27/10 from 2-7 pm. Welcome Reception in the Trade Show is tentatively scheduled for Nov. 27 from 8:00 pm-10:00 pm. Tentative trade show

hours are 9am-7:00pm on 11/28 and 9am-2pm 11/29.

Exhibitor Meeting: Please check your exhibitor packet upon arrival for time and location of the exhibitor meeting.

Registration: You will receive a packet containing a nametag and meal tickets for **one person**. Extra meal tickets can be purchased at registration upon arrival, but please pre-register any additional people who will be working in your booth below, so that nametags can be printed.

1. _____
2. _____
3. _____

Booth Spaces: Booth spaces are 8'X10' and will include two chairs and one 8' table with tablecloth. Electricity is available. Please bring your own extension cords and indicate booth requirements below:

- ___ Yes, we want _____ booth(s) at the 2012 SDCA Trade Show.
 ___ Yes, we want to donate an item for the SDCA President's Travel Fund Auction.
 ___ Yes, we require electricity.
 ___ Yes, we require a large door move-in.

Exhibit Type: To be assigned exhibit space you must indicate the type(s) of products you will be exhibiting.

	Animal Health		Beef Alliance
	Feed Seed		Financial
	Media		Services
	Equipment		Other
If Equipment, please indicate Dimensions (HxWxL) and Weight.			

Eligible Exhibits: SDCA reserves the right to determine the eligibility of any company or product for inclusion in the event. NO live animal(s) will be permitted as any part of an inside exhibit.



Payments: Contracts will be accepted until the trade show is sold out. No booths will be reserved until paid in full. Refunds are available if requested in writing by 10/1/12.

FOR OFFICE USE ONLY:
 Date Received _____
 Member? _____
 Amount Received _____
 Pmt/CK # _____
 Booth # Assigned _____

If Contract & Full Payment Received by	SDCA Member	* Non-Member
2011 Exhibitor Discount (Valid through 1/31/12)	\$450	\$550
Early Bird Deadline 8/1/2012	\$500	\$600
Regular Price After 8/1/2012	\$550	\$650
Each Additional Booth Space/ Outside Booth	\$100	\$100

* This rate includes a one-year SDCA associate membership.

THANK YOU

For your support of the
2012 SDCA Trade Show!

Contact the SDCA office at 605.944.2333 for assistance in creating a customized marketing plan for your company.

To pay with a credit card, please complete the following (or call the office at 605.945.2333)

Name (as it appears on card) _____

Billing Address _____

Visa MasterCard Discover

Card # _____

Expiration Date _____

THANK YOU