



Presented at the
BRADENTON AREA CONVENTION CENTER
PALMETTO, FLORIDA

**FEBRUARY 8-10, 2022
SHOW CONTRACT**

Allem, Dale

Contract No:

EXHIBITOR MOVE-IN:
MONDAY, FEB. 7, 2PM-9PM
SHOW DAYS & HOURS:
TUESDAY, FEB. 8, 9AM-6PM
WEDNESDAY, FEB. 9, 9AM-6PM
THURSDAY, FEB. 10, 9AM-4PM

Please read "IMPORTANT INFORMATION" in box next to Show Directory Information.

EXHIBITOR INFORMATION

Name: _____
Address: _____
City/State/Zip: _____
Business: _____ Mobile: _____
Toll Free: _____ Home: _____
E-Mail Address: _____ Fax: _____
Website: _____
February Show Representative (if other than Exhibitor): _____

CIRCLE BOOTH TYPE BELOW

APPAREL BOOTH
ACCESSORY BOOTH

NAME BADGES
(Please add additional names below)

IMPORTANT!
- We have only 1/2 hall for our February 2022 show so there will be limited booth space.
- It may be necessary for to reduce your booth size. We will advise you if that happens.
- Corners will be assigned to booths 24' and larger.

SHOW DIRECTORY INFORMATION

Directory Name: _____
Address: _____
City/State/Zip: _____
Business: _____ Mobile: _____
Toll Free: _____ Fax: _____
E-Mail Address: _____
Website: _____

EXHIBITOR BOOTH FEES

**All Apparel Booths include:
Hard Wall & Grid Setup with Hanging Bars
Table & Chairs as noted to the right.**

	Booth Fee
<input type="checkbox"/> 10' x 12'	\$ 690.00
<input type="checkbox"/> 10' x 16'	\$ 790.00
<input type="checkbox"/> 10' x 20'	\$ 890.00
<input type="checkbox"/> 10' x 24'	\$ 990.00
<input type="checkbox"/> 10' x 28'	\$1,090.00
___ Additional 4' Panel(s) @ \$100 each	\$ _____
<input type="checkbox"/> Corner.....@ \$ 35 each.....	\$ _____
TOTAL PAYMENT	\$ _____

**** BOOTH SIZES ARE APPROXIMATE AND SIZE MAY BE LIMITED ****

APPAREL BOOTH STANDARD EQUIPMENT (Covered by Booth Fee)

Please indicate table sizes, crossing out to indicate quantity you want if you do not need all that are included.

Size	Unskirted Tables	Select Your Table Size(s)		Chairs
10' X 12'	1	___ 6'	___ 8'	4
10' X 16'	1	___ 6'	___ 8'	4
10' X 20'	2	___ 6'	___ 8'	6
10' X 24'	2	___ 6'	___ 8'	6
10' X 28'	2	___ 6'	___ 8'	6

ACCESSORY BOOTH STANDARD EQUIPMENT (Covered by Booth Fee)

We will send you a diagram of the standard equipment that we provide for accessory booths. We supply unskirted tables to create a U-effect around the perimeter of your booth and also supply boards and risers so that you are able to utilize the space effectively.

"ADDITIONAL" EQUIPMENT ORDER at the fees noted below:

ITEM	QTY	UNIT PRICE	TOTAL	ITEM	QTY	UNIT PRICE	TOTAL
Spotlights	___	\$ 59 each.....	\$ _____	6' Tables	___	\$15 each.	\$ _____
Shelves	___	\$ 5 each	\$ _____	8' Tables	___	\$15 each.	\$ _____
Vinyl/Skirting	___	\$15 each	\$ _____	Booth Divider	___	\$20 each.	\$ _____
V-Grid for Lobby	___	\$30 each	\$ _____				

PAYMENT MUST ACCOMPANY CONTRACT: Sign below, calculate all show fees, and return with payment.

Check attached: _____ Credit Card Authorization attached: _____

Exhibitor: _____
NAME (Printed) SIGNATURE DATE

By signing this Contract the Exhibitor agrees to the Contract Terms and Conditions & Market Rules found on the reverse side of this contract.

CONTRACT TERMS & CONDITIONS

1. Upon the Exhibitor's execution, this agreement becomes a binding contract between F.F.F. and the Exhibitor subject to parties' respective rights and on the terms and conditions set forth below. No Exhibitor shall be permitted to exhibit at the show unless the Exhibitor has executed this agreement, paid all applicable fees and deposits by the deadlines set forth on the front side and otherwise complied with this agreement in all respects.
2. The execution of this agreement and the timely payment of all fees and deposits does not guarantee that an Exhibitor will be permitted to exhibit at the show or be assigned to a particular booth. F.F.F. reserves the right to select those Exhibitors who will be permitted to exhibit at the show, and the booth in which the Exhibitor will be allowed to exhibit, in its sole and absolute discretion.
3. F.F.F. retains the absolute right to cancel, change or modify the exhibit space assignment of any Exhibitor, in its sole and absolute discretion, for any or no reason, with or without cause. Exhibitor also recognizes and understands that circumstances may arise immediately prior to or during the Florida Fashion Focus Show that may also make it necessary for F.F.F. to change or cancel an Exhibitor's space, or make the exhibit space available to the Exhibitor for fewer days and/or fewer hours than had previously been confirmed.
4. F.F.F. reserves the right to increase or decrease show hours, days or change location.
5. F.F.F. makes no representations or warranties, express or implied, to the Exhibitor regarding the condition of the premises or the success of the Exhibitor's efforts for which the exhibit space will be used. Under no circumstances shall F.F.F. be held responsible or liable for any costs, expenses, damages or any other sums whatsoever incurred by the Exhibitor or any other party as a result of the condition of the premises, the exhibit space, or the Exhibitor's efforts for which the exhibit space will be used, or the theft or destruction of the exhibitor's products or property.
6. Exhibitor acknowledges and agrees that should (a) F.F.F. issue a Notice of Cancellation or Change or (b) change or cancel an Exhibitor's space or make exhibit space available for fewer days than had previously been confirmed, F.F.F. shall not be held responsible or liable for any costs, expenses, damages or any other sums whatsoever incurred by the Exhibitor or any other party as a result of any exhibit space cancellation, change or reduction in number of available days except as specifically set forth in this paragraph. The Exhibitor expressly acknowledges and agrees that F.F.F.'s liability to the Exhibitor in any way relating to the Contract and/or the use, cancellation, change or reduction in the number of available days or exhibit space shall be limited to the return to the Exhibitor of all or a prorated portion of any fees or deposits previously remitted to F.F.F.
7. Force Majeure. F.F.F. may terminate or suspend its obligations under this Agreement if such obligations are delayed, prevented or rendered impractical by any of the following events to the extent such event is beyond the reasonable control of F.F.F.: fire, flood, riot, earthquake, civil commotion, insurrection, Act of God, labor disputes, strikes, wars, shortage of or inability to obtain materials, supplies or utilities, or any law, ordinance, rule or regulation. In any such event, F.F.F. shall not be liable to Exhibitor for delay or failure to perform its obligations. F.F.F. will further not be liable or responsible for any loss of business or income to members as a result thereof.
8. Exhibit Space & Market Rules. F.F.F. shall have the right in its sole and absolute discretion to establish rules for the show and the use of exhibit space covered by this Contract. All Exhibitors are required to comply with all such exhibitor space and market rules which are deemed incorporated herein by this reference and shall be available to each Exhibitor prior to the show.
9. Indemnification. Exhibitor agrees to protect, indemnify, save and hold harmless F.F.F., its service contractors, and the Manatee Convention & Civic Center and each of their respective agents and employees from any and all liability, damage or expense arising out of any injury to any person while in the Exhibitor's area. Exhibitor has full responsibility for their product, equipment and displays. Exhibitor releases F.F.F. from all responsibility for theft, damage to booths or products, and/or any consequential damage for loss of business, of any kind, for any reason.
10. Legal Fees and Expenses. In the event of any litigation arising out of the terms of this agreement (terms of membership) or if suit is filed and subsequently dismissed with or without prejudice or results in a final judgment or verdict for Florida Fashion Focus, Inc. or a Florida Fashion Focus director, employee, or officer, the show participant (Exhibitor) shall be liable for any and all attorney's fees, court costs, and other expenses incurred in connection therewith including the cost of collection, if any (collectively, "legal cost"). If the show participant (Exhibitor) fails to pay the legal costs within 10 days following demand thereof, the show participant's privileges shall be deemed automatically revoked.
11. Miscellaneous.
 - a. The terms and conditions set forth above govern the rights and responsibilities of F.F.F. and the Exhibitor. The contract and these terms and conditions represent the sole and entire agreement among the Exhibitor and F.F.F. and supersede all prior agreements, negotiations, and discussions between the parties hereto, and/or their representatives. No person at F.F.F. is authorized to make any changes, attachments or modifications to these terms and conditions except in a writing specifically referring to the Contract and these terms and conditions and signed by a duly authorized representative of F.F.F.
 - b. The Contract and these terms and conditions shall be construed as a whole in accordance with their fair meaning and the laws of the State of Florida.
 - c. The provisions set forth above are severable. If any provision is held to be invalid or unenforceable, it shall not affect the validity or enforceability of any other provision.
 - d. No waiver of any terms, provision or condition set forth above, in any one or more instances, shall be deemed to be or construed as a further waiver of any such term, provision or condition.
 - e. The person executing this Contract on behalf of the Exhibitor represents and warrants that they have the authority and power to do so and bind the entity for whom they sign.

MARKET RULES

1. An Exhibitor may display or have in his booth only lines that he personally represents and that are listed in the F.F.F. Directory or Supplemental Listing.
2. Booth assignments will be made by the show office. All booth sizes are approximate. Applications will be processed only with receipt of payment in full.
3. Booth space may not be sublet by any salesperson without the prior approval of F.F.F. Failure to comply will be subject to penalty, dismissal or removal.
4. **Business hours must be respected. Early departures are prohibited. All booths must remain open and manned during the hours advertised.** Hall access for Exhibitors will be thirty minutes before the published opening of the market.
5. All table coverings, signs, banners and like materials must be flame resistant and are subject to inspection and flame testing by Fire Marshall.
6. Additional decorations added to your booth must be done by decorators of your choice in attendance who have evidence of complete liability coverage on file with the F.F.F. office. All extra electrical work done by electrical contractor designated by the Manatee Convention & Civic Center.
7. Tables must be kept inside of booth.
8. An Exhibitor cannot have an assistant in his booth that represents additional lines or travels a territory with lines not listed in Exhibitor's signed application.
9. Removal of Exhibitor's lines or samples before closing on the last day of market is prohibited.
10. Exhibitors or any guests, assistants, models, manufacturers, or other individuals associated with an Exhibitor must conduct themselves according to the show's guidelines for businesslike and professional behavior. Buttonholing and offensive behavior of any type is strictly prohibited.
11. **Selling of samples and retail sales by Exhibitors is strictly prohibited during show hours. Delivery of samples allowed only on last day of show after the show closes.**
12. Badges must be worn at all times.
13. F.F.F. is not responsible for any omissions or errors in publications or printing of any kind that are pertinent to F.F.F. matters.
14. Exhibitor fee refunds will not be made if Exhibitor cancels within 30 days of the 1st day of set-up.
15. No children under 12 years of age or pets permitted in the convention hall at set-up time or during show hours.
16. **No parking on loading dock during show hours. Allowed on the last day of show only after 4:00pm. This will be strictly enforced!**
17. **Florida Fashion Focus reserves the right to immediately remove any person that commits any serious act of misconduct, including but not limited to, a breach of the above rules, an act of dishonesty, theft or misappropriation of property, moral turpitude, insubordination, or any act injuring, abusing, or endangering others.**
18. **In addition to removal as per Paragraph 17, fines for breach of above rules:**
First Offense: Written Warning & \$250 Fine;
Second Offense: Two (2) Show Suspension



Below are the categories and price point indications that are used to classify lines in our show. Please indicate the classification codes and price points for each of your lines to the right of your line names.

LINE CATEGORIES

- | | | |
|---|-------------------------------|----------------------------------|
| 1. Active/Aerobic | 10. Hats, Gloves & Scarves | 21. Petite Dresses |
| 2. Blouses | 11. Intimate Apparel | 22. Petite Sportswear |
| 3. Bridals, Formals & After Five | 12. Jewelry – Bridge | 23. Plus Size Dresses |
| 4. Children’s Wear | 13. Jewelry – Fashion | 24. Plus Size Sportswear |
| 5. Coats, Suitings & Outerwear | 14. Junior Dresses | 25. Resortwear |
| 6. Contemporary Dresses | 15. Junior Sportswear | 26. Shoes, Footwear &
Hosiery |
| 7. Contemporary Sportswear | 16. Knit Tops & Knit Dressing | 27. Sweaters |
| 34. Denims | 17. Men’s Wear | 28. Swimwear & Coverups |
| 8. Gift Items (Eyewear, Small Gifts,
Novelties, Umbrellas, etc.) | 18. Missy Dresses | 29. T-Shirts |
| 9. Handbags, Small Leather Goods
& Belts | 19. Missy Sportswear | 30. Watches |
| | 20. Pants | |

PRICE POINTS

\$ = Budget \$\$ = Moderate \$\$\$ = Better \$\$\$\$ = Bridge/Designer

LINE INFORMATION

LINE NAME	CATEGORIES	PRICE POINTS



FEBRUARY 8-10, 2022

BOOTH SETUP CHANGES

For any changes to our standard booth setup or additions to your booth, contact the show office at 888-249-1377.

INBOUND FREIGHT

Ship your packages for arrival no earlier than **Monday, February 7, 2022** to:

Bradenton Area Convention Center
February 8-10, 2022 TRENDZWest Show
Your Name & Booth Number
One Haben Blvd.
Palmetto, FL 34221
941-722-3244

DISCOUNTED HOTEL RATE FOR TRENDZWEST EXHIBITORS

HAMPTON INN ELLENTON/BRADENTON
5810 20th Court East
Ellenton, FL 34222
Rate: \$159.00/night
Reservation Deadline: January 9, 2022

To reserve: Call (941) 721-4000
Ask for the "TRENDZWest Buyers Showcase Room Block" Rate

CREDIT CARD AUTHORIZATION FORM

Please charge my (check one):

AMEX
 VISA
 MASTERCARD

Account No. _____ Security Code _____

Expiration Date ___/___/___

Total Amount to Charge _____

Billing Address for this Credit Card _____

Printed Name _____

Card Holder's Signature _____