



**'Up-North' Lake & Cottage Show**

**April 9-11, 2021 - Grand Traverse County Civic Center**  
**Friday 3pm-8pm, Saturday 10am-6pm, Sunday 10am-4pm**  
 CONTRACT FOR EXHIBITOR BOOTH SPACE

<p>10 by 8 feet booth fee \$500          10 by 10 feet booth fee \$550          end cap and corner add \$100</p> <p>_____ Booth Preference          _____ Booth cost (see above)          _____ Skirted Table <b>Y</b> or <b>N</b> (no charge)          _____ Electrical \$30          _____ Total amount due          _____ 50 % Deposit          _____ Remaining balance due (2/9/21)</p> <p><i>Make Checks payable to: Blue Water Promotions</i></p>	<p>Exhibitor: _____          Address: _____          City: _____ State: _____ Zip: _____          Phone: _____ Fax: _____          Contact: _____          Email: _____          Web: _____</p> <p style="color: red;"><b>Please print the names of workers who need name badges (limit 4)</b></p> <p>_____</p> <p>_____</p>
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Exhibitor may request their preference, but final booth locations are the sole discretion of Blue Water Promotions. Each exhibitor booth will include one skirted & covered table, two chairs, side and back drapes, and one waste paper basket. **More skirted tables, chairs, and carpeting for your booth are available for an additional fee through Art Craft Display (616) 791-8024 and must be ordered in advance one month prior to the event.** Exhibitors will display only merchandise and services regularly sold by them, **no space may be shared or sublet. All sales gimmicks, promotions, and giveaways must be approved in advance by Blue Water Promotions.**

Exhibitor agrees to follow all policies and procedures established by Howe Arena and the Traverse City Fire Code. This contract sets forth the entire agreement and understanding between Blue Water Promotions and Exhibitor regarding The Show and supersedes all other written or oral agreements, discussions, or negotiations between them. The terms of this contract may not be altered, amended or modified except by a written document signed by Blue Water Promotions and Exhibitor. Exhibitor represents that the person who has signed this Contract on its behalf is fully authorized to do so. Exhibits must remain intact until the closing of the Show. **Early tear-downs or departure earlier than hours set forth for Sunday show, is forfeiture of exhibiting in any future shows produced by Blue Water Promotions.** Soliciting of trade and set-ups must be confined within your own exhibit booth. Any damage to vendors or Grand Traverse County Civic Center is the financial responsibility of the Exhibitor causing the damage.

Exhibitor agrees to arrange and maintain its display in a safe and prudent manner and agrees to defend, indemnify, and hold Blue Water Promotions harmless from all claims of third parties arising from exhibitor's failure to do so. Under no circumstance may an Exhibitor display or distribute literature, merchandise, or other marketing materials from companies other than those routinely represented by the Exhibitor. Blue Water Promotions will not guarantee any items left after the event will be returned. Soliciting of trade and set-ups must be confined within your own exhibit booth. All deposits and payments are non-refundable. Blue Water Promotions makes no representations or warranty to Exhibitor about the volume of sales that Exhibitor may achieve at or because of the Show. Any recovery by Exhibitor against Blue Water Promotions for its failure to perform under this agreement is in all circumstances limited to the amount of the Exhibitor fee paid and Blue Water Promotions is not liable to Exhibitor for any incidental or consequential damages. If Blue Water Promotions is unable to conduct The Show as scheduled each day due to a state of emergency declared by the Governor of Michigan or the President of the United States, then Blue Water Promotions shall have no obligation or liability to Exhibitor other than to refund Exhibitor's payment(s) on a pro rata basis, calculated by the total number of hours the Show was actually conducted as compared to the total number of hours the Show was scheduled.

Balance not paid by February 9, 2021 will result in forfeiture of booth space(s).

Blue Water Signature: \_\_\_\_\_ Date \_\_\_\_\_

Exhibitor Signature: \_\_\_\_\_ Date \_\_\_\_\_