



Condensed Exhibitor's Packet

Please refer to Main Packet for Complete
Information
(including references to page numbers)



Utah Outdoor Adventure Expo June 5-6, 2009

The Trailhead to Your next Outdoor Adventure

Welcome to the Utah Outdoor Adventure Expo!

We look forward to working with you at this year's fun and exciting event. We anticipate that it will be an incredible experience for young and old alike, and that it will encourage people from all walks of life to try something new in the great outdoors.

Our slogan, "The Trailhead to Your Next Outdoor Adventure," defines our goal to introduce or reintroduce visitors to Utah's vast recreational opportunities. Our vision is that this expo will lead guests to future outdoor adventures that celebrate a lifestyle of discovery, healthy living, and responsible use of our natural resources.

For the price of admission, guests will encounter an extraordinary variety of hands on activities, giving them the chance to sample several adventures without the cost or time involved to discover it on their own. They will also meet clubs, businesses, and organizations who can help facilitate their enjoyment with training, gear, and destination ideas.

It is our hope that they will be guided by you, our exhibitors, to the path that will lead them to their next outdoor adventure. Let them be inspired by your passion and motivated by your enthusiasm for the adventures that drive you.

We look forward to this summer and hope that the Utah Outdoor Adventure Expo will become a new tradition for Utah residents and travelers throughout the West.

We'll see you on the trail!

Brian and Becky Brinkerhoff
and the staff of the Utah Outdoor Adventure Expo



Utah Outdoor Adventure Expo

June 5-6, 2009

The Trailhead to Your next Outdoor Adventure

2009 APPLICATION/ CONTRACT FOR EXHIBIT SPACE

Company Name _____
 Contact Person _____ Phone _____
 Address _____ Cell _____
 City _____ State _____ Zip _____ Country _____
 E-Mail _____ Fax _____ Website _____
 Preferred Area/Building _____

We plan to Exhibit the following products and/or services: _____

NOTE: ONLY THE PRODUCTS AND/OR SERVICES LISTED ABOVE AND APPROVED BY SHOW MANAGEMENT MAY BE DISPLAYED

In addition to booth fees, each Exhibitor is asked to provide at least \$50 in Prizes to be given away during the Expo. Prize Coupons will be placed in the show bags for lucky visitors, who will visit you at your Booth to claim their Prize. Our goal is to bring additional attention to our valued Exhibitors. Prizes will be listed on the Website. Type, Number of Prizes and Value: _____

Booths will be assigned on a first come/first served basis, and grouped with similar products/interests. 10X10 Booths (100 square feet include Pipe and Drapes, Skirted Table, and 2 Chairs.)

Outside 10X10 includes a Canvas Tent with three walls, Skirted Table, and 2 Chairs. Prices for Pod Spaces do not include a canvas Tent, or furnishings however, if one is required, the rental service contractor may be contacted for tent orders.

I hereby apply for exhibit space in the 2009 Utah Outdoor Adventure Expo at the Utah State Fairpark and agree to: 1) Sign below and date; 2) Mail, Fax or E-Mail a scan of the PDF of this original to Utah Outdoor Adventure Expo 3) If mailing this form, remember to make a copy for your own records. I understand that booths will be assigned based on years of participation, on a first come, first served basis and will be grouped with similar outdoor products/ interests. I will be contacted for booth assignment.

- 100-1,900 square feet -----\$6.00/ sq. Ft.
- 2,000-3,900 square feet-----\$5.50/ sq. Ft.
- 4,000-5,900 square feet-----\$5.00/ sq. Ft.
- 6,000-7,900 square feet-----\$4.50/ sq. Ft.
- 8,000+ square feet-----\$4.00/ sq. Ft.

Indicate which of the following you are applying for
 Square Footage _____ at \$ _____ per Square Foot \$ _____
 Corner Charge at \$150 \$ _____
 Extra VIP Tickets @ half price _____ Tickets @ \$5.00= \$ _____
 Sponsorship _____ \$ _____
 Show Booklet Ad _____ \$ _____
TOTAL Charge \$ _____

IMPORTANT: Be sure to sign this contract indicating your understanding of and agreement with the attached forms. (Booth space will not be confirmed without required signatures.) See Exhibitors Manual for complete rules and regulations.

****PAYMENT TERMS****

A 50% Deposit is required to reserve Exhibit Space with FULL Payment due May 10, 2009. All Application/Contracts received after May 10, requires FULL Payment. Past Due balances paid after May 31, 2009 will incur a \$80 late Fee. A 3.5% Processing Fee applies to payments made with a Credit Card.

Check # _____ in the Amount of \$ _____
 (Make Checks Payable to Backcountry Radio Network)
 Return Checks will incur a \$35 Fee
NO POST-DATED CHECKS. Funds deposited upon receipt.

Credit Card (Circle One)
 AMEX / Master Card / Visa / Discover
 Name Exactly as Printed on Card

Account Number _____ / _____ / _____
 Card Expiration Date _____ / _____ / _____
 Security Code _____
 Signature _____

I authorize Show Management to Charge My Credit Card for the remaining Balance on May 10, 2009

Office Use Only: Accepted _____ Date _____
 Deposit _____ Booth Space _____ Balance _____

For Advertising and Sponsorship Opportunities see the Sponsorship Packet or call Becky at (801) 360-3645.

Visit <http://www.UtahAdventureExpo.com>

SignHere _____ Date _____

Definitions

Exhibitor– The business or organization applying to set up a booth or activity at the Utah Outdoor Adventure Expo.

Show or Expo – The specific events, exhibitions, competitions, seminars, and other activities identified as part of the Utah Outdoor Adventure Expo.

Show Management – The owners and managers of the Backcountry Radio Network, The Utah Outdoor Adventure Expo, its respective agents, employees and affiliates.

Fairpark Management– The owners and managers of the Utah State Fairpark facility in which the Show is conducted, and its employees and agents.

Facility or the Fairpark – The Utah State Fairpark Facility/ Grounds/ Buildings in which the Show is conducted.

Important Dates and Deadlines

Utah Outdoor Adventure Expo June 5th and 6th , 2009

- Exhibitor Application and Forms due: May 10
- Full Payment due: May 10 As indicated on the Lease Agreement
(Late Fees of \$80 imposed for payments received after May 31st .)
- Electricity Requests due: With Application (No later than May 15th)
- Exhibitor’s Address and E-Mail Address Updates Due : July 3
- Renewal forms and New Exhibitor Applications for 2010 will be available in the Show office during Show Hours (June 5th and 6th) and will be mailed or e-mailed to exhibitors and concessionaires after July 6, 2009.
- Renewal Forms and New Exhibitor 2010 Applications Received by Show Management on or before August 7, 2009 for special discounted pricing.

The following items need to be completed on or before May 10, 2009

Full Payment for all Booth Space

Signed Application with Full payment and required paperwork returned to Show Management. We recommend making any special arrangements with Show Management, Contractors, Decorator, Facility, etc. before this date to ensure that things run smoothly.

Show Schedule and Program Deadline

Any registrations received after this date cannot be guaranteed a listing in the Show Program. If your company or club is involved with organizing a competition, demonstration, or activity at the Expo, we will need pertinent schedules and other information to put in the show program and other promotional materials.

Exhibitor agrees that Show Management will not be liable in the event of any errors, omissions, typos, misspellings, etc., in the Show's directory, publications, advertising or electronic media.

Exhibitor badges Order name Badges from Show Management for everyone who will be assisting the exhibitor. (Refer to "Utility and Supply Order Form" on page 12.)

Fund Raisers Please clear all fund raising activity with the Show Management before May 10, 2009. If your company/ organization wishes to host a fund raiser during the Utah Outdoor Adventure Expo, the Heritage building will be available for banquets and/ or auctions on a First Come– First Served basis. Fund raising should be done tastefully and professionally at this event.

Insurance Provide proof of insurance: Certificate of insurance must name the Utah Outdoor Adventure Expo, Backcountry Radio Network, and The Utah State Fairpark, Contractors and corresponding affiliates as Additional Insured and be provided to Show Management by May 10, 2009.

Arrangements Make arrangements for furnishings, electricity, phone lines, etc. with the proper Service Contractor.
(Refer to "Important Contact Information" on Page 32.)

Checklist of Forms to Return to Show Management

Please complete and return the following forms along with payment and proof of insurance to Show Management before May 10, 2009. (You may return signed forms through email, fax or mail.)

We accept cash (in person), checks, Visa, Master Card, Discover, and American Express. For Credit Card payments, call Becky Brinkerhoff at the number below, or fill out credit card information on the Exhibitor's Application and mail to the address below.

Exhibitor Services/ Scheduling: Becky Brinkerhoff

Email: becky@backcountrynetwork.com

Phone: (801) 360-3645

Fax: (801) 415-9964

Mailing Address:

Utah Outdoor Adventure Expo

Exhibitor Services–Attn: Becky Brinkerhoff

10471W. 8570N. Lehi, Utah 84043

- Application/ Contract for Exhibit Space
- License Agreement
- Exhibitor's Covenants
- Insurance and Indemnity Requirements
- Utility Order Form
- Badge Order Form
- Order Form for Promotional Items/ Passes
- Participant's Contact Information
- Proof of Insurance
- Payment

(50% down payment due before May 10, Full payment after May10.

Please remit full payment no later than May 10, 2009.)

I hereby declare that all forms and payments are provided and completed to the best of my knowledge and that it is the Exhibitor's duty to be familiar with the rules, requirements and regulations contained herein.

Please Sign Here _____ **Date** _____

License Agreement

This Agreement, together with the Application Form, Exhibitor's Manual and attachments provided by Show Management, constitutes the complete Agreement between Show Management and the Exhibitor, and when properly executed by Exhibitor and upon written acceptance by Show Management, shall constitute a valid and binding License Agreement.

This Agreement supercedes all previous or contemporaneous negotiations, arrangements or understandings between Show Management and the Exhibitor with respect to the subject of this Agreement.

No modification of this Agreement shall be valid unless approved in writing by Show Management.

All rules and regulations of all applicable Sponsorship Agreements and related materials are hereby incorporated into this agreement.

Show Management will not be liable for the fulfillment of this Agreement as to the delivery of exhibit space if non-delivery is due to any of the following causes: by reason of the Facility being damaged or destroyed by fire, act of God, public enemy, war or insurrections, strikes, the authority of the law, postponement or cancellation of the Show, or for any cause beyond its control.

Show Management will, however, in the event of its not being able to hold the Show for any of the above named reasons reimburse Exhibitor on a pro-rata basis on any amount paid, after payment of any and all legitimate expenses incurred by show management, such as but not limited to facility rental, advertising, promotional materials, special attractions, operating costs, etc.

If Show Management cancels or terminates the Show for any reason stated in the previous paragraphs, the Exhibitor waives all claims it might have against Show Management for damages or expenses and Exhibitor agrees to accept, in complete satisfaction and discharge of all claims against Show Management, a refund of all amounts paid by the Exhibitor to Show Management in accordance with this agreement.

_____ **(Initial Here)**

Exhibitor's Covenants

It is the Exhibitor's duty to be familiar with the rules, requirements and regulations contained herein and in the Exhibitor's Manual which is available on-line and in print. Exhibitor acknowledges and agrees that Show Management makes no representation or warranties with respect to the number of exhibition attendees or the demographic nature of such attendance.

Exhibitor agrees to abide by all rules, requirements and regulations adopted by Show Management and the Fairpark Management necessary for operation of the Utah Outdoor Adventure Expo. All matters not covered in these rules and regulations are subject to the decision of Show Management.

Exhibitor understands that the Utah Outdoor Adventure Expo welcomes a large variety of groups with diverse backgrounds and interests, who are very passionate about what they do. **Show Management will not tolerate any unprofessional conduct from Exhibitors.** Show Management reserves the right to eject any person or persons choosing to participate in any act of aggression or destructive behavior.

Show Management shall have the final decision in any disputes between Exhibitors and may adopt any rule or regulation deemed necessary prior to, during, and after the show.

Exhibitor warrants it is properly licensed by the appropriate authorities to sell and operate the products and services it is offering the public at the show. Exhibitor agrees to comply with all federal, laws, regulations or ordinances which are or may be applicable to the exhibit covered by this agreement. These laws include state, county and local fire, police, health or public safety departments. Exhibitor also agrees to obtain, at its own expense, any necessary licenses and/or permit(s) necessary to abide by these laws.

Exhibitor agrees to pay all taxes that may be levied against Exhibitor as result of the operation and business during the show. Collection of applicable state sales tax is the responsibility of the Exhibitor making the sale. For more information on Sales Tax , refer to "Laws and Permits" on Page 18.

Exhibitor understands that Show Management reserves the right, in its sole discretion to determine eligibility of Exhibitors and Exhibits for the show and to reject or prohibit Exhibitors or Exhibits deemed objectionable by Management.

_____ **(Initial Here)**

Insurance and Indemnity Requirements

All exhibitors and concessionaires are required to provide the Utah Outdoor Adventure Expo with an insurance certificate naming the Utah Outdoor Adventure Expo, the Backcountry Radio Network, the Utah State Fairpark and corresponding affiliates, co-sponsors, service contractors as an "additional insured" to fully protect them from any and all claims, arising from Exhibitor's activities including, but not limited to, the installation, operation and dismantling of Exhibitor's display. A copy of this insurance certificate must be provided to Show Management by May 10, 2009

The above organizations will be held harmless against all claims, fees, losses, suits, liability, damages, judgments, expense costs and charges of every kind resulting from Exhibitor's occupancy of the exhibit space or its environs; including Exhibitor's failure to comply with ADA, performing under this Lease Agreement any reason or resulting from personal injuries, death, property damages or any other cause sustained by the Exhibitor or its officers, and/or agents, whether based on breach of contract, breach of warranty, tort including negligence, even if advised of the possibility of such damages.

Exhibitor accepts all risks associated with the use or occupancy of the exhibit space and environs. They shall not make any claim or demand or take any legal action whatsoever against Show Management, Show Sponsors, Attendees or Facility for any loss, damage, or injury.

We require that all Exhibitors have liability insurance to cover any possible injuries to patrons in your booth; Statutory limits for workers' compensation coverage; and Commercial General Liability including Products and Completed Operations, Independent Contractors, Personal Injury and Blanket Contractual Liability Insurance limits of at least \$1,000,000 Per Occurrence, \$2,000,000 Aggregate. Overages must be evidenced by a Certificate of Insurance with a 30-day notice of cancellation provision to the holder.

In the event Exhibitor defaults in the performance of any of the terms and regulations contained in this Agreement, and Show Management employs attorneys to enforce any part of the Agreement, Exhibitor shall reimburse Show Management for attorney's fees incurred whether or not suit is actually filed. The above-mentioned insurance requirement includes claims under the Worker's Compensation Act or for personal injury, death, or for damage to property.

_____ **(Initial Here)**

Utility/ Supply Order Form

All 10 X 10 outside spaces include a tent unless requested not to have one.

___ Mark Here if you have a 10 X 10 **outside location** and **DO NOT** need a Tent.

Please check the appropriate line if you need to arrange for any of the following:

- _____ Electric Service
- _____ Water
- _____ Phone Service
- _____ Additional Security
- _____ Catering/ Banquet Hall
- _____ Tent for bulk space (Provide Dimensions Below)
- _____ Additional Furnishings (Tables, Chairs, etc.)
- _____ Additional Janitorial Services
- _____ Bleachers/ Seating
- _____ Stage
- _____ Lighting
- _____ Sound Equipment
- _____ Other (Describe Below)

For more information on Utilities, refer to “Utilities” on page 38. Please provide a detailed description of your utility/ supply needs in the space below:

Badge Order Form

Exhibitor Badges are issued on the following basis: Four per ten foot exhibit area (10x10) plus one for each additional ten feet. These Badges are good any time during the run of the show. Please provide first and last names of everyone in your booth needing a Badge. (If additional Badges are required, contact Show Management.)

Exhibitor Badges are to be used by Exhibitor's Staff working the show only. Please do not use Exhibitor Badges for friends, family, or customers, please use the VIP tickets. (Refer to "Promotional Items and Passes" on page 13. For more information on Badges, refer to page 37.)

Badge #1: First and Last Name:
Company Name:

Badge #2: First and Last Name:
Company Name:

Badge #3: First and Last Name:
Company Name:

Badge #4: First and Last Name:
Company Name:

Badge #5: First and Last Name:
Company Name:

Badge #6: First and Last Name:
Company Name:

Badge #7: First and Last Name:
Company Name:

Badge #8: First and Last Name:
Company Name:

Badge #9: First and Last Name:
Company Name:

Badge #10: First and Last Name:
Company Name:

Order Form for Promotional Items/ Passes

Here are just a few ways that these special Passes can work for your company...

- * Mail or Handout at Place of Business
- * Invitations to Hot Prospects
- * Thank-you to preferred Customers
- * Stuff with Invoice / Statement Mailings
- * Distribute with your Business Cards

Please tell us how many of each of these items you will need for your group.

_____ Expo Flyers

Five Copies of the Show Flyer provided with each Exhibitor Kit. Please hang and distribute Show Flyers in your place of business or group headquarters to provide additional buzz for the expo. Feel free to create additional copies of the Show Flyer as needed.

VIP Passes

Twelve free Passes are available per 100 foot exhibit area, plus one for each additional 100 feet purchased. These passes allow entry to the show for your special guests, customers, friends and family. They can be used for promotional purposes and are good during all show hours and all show days.

Additional Passes are available for ½ price: \$5.00 each. VIP passes may be purchased before the show before May 15 by calling Becky Brinkerhoff at (801)360-3645 or included on the order form.

_____ Square Feet Purchased Number of Additional Free Passes _____

_____ Additional VIP passes (Number you wish to purchase)

Participant's Contact Information

Type of Participation (Circle all that apply):

- 1) Exhibitor
- 2) Sponsor
- 3) Activity Coordinator
- 4) Media
- 5) Other (Description: _____)

Area (Circle One):

- 1) Travel/ RV Camping
- 2) Fishing/ Fly Fishing
- 3) Animal Friends
- 4) Close to Home/ Alternative Energy
- 5) Outdoor Cooking
- 6) Hunting/ Archery/ Shooting Sports
- 7) Camping/ Backyard Adventures
- 8) Cache and Treasures/ Traditional Skills
- 9) Off Road Adventures
- 10) Boats/ Water-sports

Contact at the Expo:

Cell #:

Section:

Booth #:

Expo Notes:

Space Needed (Square Footage of your space.)

Name of Business/ Organization:

Contact Name:

Phone Number:

Email:

Address:

Type of Organization (Circle One): Commercial / Non profit or Volunteer

If you are with a Nonprofit or Volunteer Organization or if you are organizing an Activity in conjunction with the Utah Outdoor Adventure Expo, please provide a detailed description of your participation in the event with your plan of action and layout for the Activity in which you are participating. (Including Raffles and Fund Raising Activities.)

Booth Pricing

A typical 10X10 Booth (100 Square Feet) is \$600, which includes pipe and drape, skirted table and two chairs inside the buildings. Outside Booths include Tents with three walls, skirted table and two chairs. Add \$150 for corner booths indoors or outdoors.

Bulk Space Pods (Indoor and Outdoor Spaces Available)
Empty Space Provided. (Outside- Pavement, Grass, etc.) Contact Decorator and Rental Contract for additional needs (Pipe& Drape, Tents, etc.) Booth Space is measured in 100 foot increments.

100-1,900 square feet -----	\$6.00/ sq. Ft.
2,000-3,900 square feet-----	\$5.50/ sq. Ft.
4,000-5,900 square feet-----	\$5.00/ sq. Ft.
6,000-7,900 square feet-----	\$4.50/ sq. Ft.
8,000+ square feet-----	\$4.00/ sq. Ft.

Payment

All exhibitors admitted to be in the Utah Outdoor Adventure Expo must pay a rental fee based on the location agreed upon. Cash, checks, cashier checks, money orders or major credit cards will be acceptable forms of payment.

Applications submitted May 10 and after must be paid in full at the time the application is submitted. Any Lease Agreement not paid in full by May 31, 2009 will be charged an eighty dollar (\$80.00) late fee.

All accounts must be paid in full before move-in. In the event the Exhibitor's check is returned by a bank due to insufficient funds, a \$35.00 administration fee will be charged.

In the event the Exhibitor fails to make payment or fails to comply in any respect with the terms of this Agreement, Show Management reserves the right to cancel this Agreement without notice and all rights of the Exhibitor hereunder shall cease and terminate.

Booth Occupancy

A booth assignment along with specific move in / move out days and time will be determined upon receipt of signed contract with down payment. (50% before May 10, 100% after May 10).

Move In Times

Monday	June 1-----	8:00 a.m. to 10:00 p.m. (Pipe/Drape, Tents)
Tuesday	June 2 -----	8:00 a.m. to 10:00 p.m. (Pipe/ Drape, Tents)
Wednesday	June 3 -----	8:00 a.m. to 10:00 p.m. (Bulk Exhibits)
Thursday	June 4 -----	8:00 a.m. to 10:00 p.m. (Regular Exhibits)
Friday	June 5 -----	8:00 a.m. to 11:30 a.m. (Regular Exhibits)

All Vehicles must clear the grounds by 11:30AM on Friday June 5, 2009 and Booths should be prepared for spot inspection from the Fire Marshall.

Expo Dates and Times

Friday	June 5-----	12:00 PM - 9:00 PM
Saturday	June 6-----	9:00 AM - 9:00 PM

Please make sure that your booth is occupied at all times including 30 minutes before the Expo and at all times during the Expo. Exhibits must remain intact during show hours.

Move Out Times

Saturday	June 6-----	9:00AM to 12:00PM (Regular Exhibitors)
Sunday	June 7-----	8:00AM to 5:00PM (Bulk Exhibitors)
Monday	June 8-----	8:00AM to 10:00PM (Pipe, Drape, Tents)

Exhibitors may take their booths down after 9:00 PM on Saturday. Early move-out is strictly prohibited.

All exhibits must be cleared from the fairpark by 5:00 on Sunday , June 7

Value Added Benefits associated with the Utah Outdoor Adventure Expo

With the current economy in mind, show management has put forth a great deal of effort in the attempt to provide the most cost effective services available to our guests who will be participating in the Utah Outdoor Adventure Expo.

For the Attendees:

- Ticket prices are \$10 for adults, Children 12 and under get in free.
- Free Parking has been arranged.
- Most of the interactive portions of the expo will be little to no cost to the Attendees. (Excluding some of the larger Competitions where participants will pay costs associated with registration.)
- Incentives for visiting our valued Exhibitors, including a chance to win free prizes provided by exhibitors and sponsors.

For Exhibitors, Activity Coordinators, and Sponsors:

- With these savings for the attendees, more money is available in the pockets of Buyers so they can spend their money on Exhibitors.
- In comparison to most other Outdoor related Expos in the Area, we have strived to make these services available to you at a more economical rate while providing necessary show staffing and protection from the elements.
- Lower Utility Costs: Thanks to the Utah State Fairpark, Many Utilities, including Electricity, are available at very reasonable rates.
- Significantly lower Booth Rental Fees than other similar events.
- Badges and tickets for your staff and some of your guests at no cost.
- Hotel/ RV accommodations at a reduced rate where possible.
- Special Attractions such as the Vehicle and ATV Test Track available at the lowest available cost to our Friends in the Automotive industry who's resilience affects a vital part of outdoor recreation and travel opportunities.
- Show management has carefully planned an aggressive grassroots Advertising and Promotional campaign including Television, Radio, Billboards, and Online.
- Show Management has donated more space than any other event, to our knowledge, to non profit organizations to promote and support a variety of outdoor opportunities that, in turn supports our vendors and exhibitors, since it points potential new customers to our retailers for new gear and destinations.

We invite Exhibitors, Activity Coordinators, and Sponsors to participate in promoting the Utah Outdoor Adventure Expo in your regular advertising campaigns by adding a liner about the Utah Outdoor Adventure Expo to your regular ads during the months of April and May.

**“ We’ll see you at the Utah Outdoor Adventure Expo
June 5th and 6th at the Utah State Fairpark
for more information, visit <http://www.utahadventureexpo.com> ”**

By combining forces, we can attract a dynamic base of consumers to the Utah Outdoor Adventure Expo which will increase the potential of new customers for everyone who will be participating in the event.

Utilities and Services Available Onsite

To ensure prompt, correct service for any Utility, make arrangements with the appropriate service provider no later than May 15, 2009

First Aid/ Emergency Services

If an emergency arises where first aid is needed. Contact your area supervisor and they will contact emergency personnel on location. The First Aid area is located inside of the Show Office by the Main Entrance. Satellite First Aid Stations will be located in various areas around the Fairpark.

Electric Service

If electric service is needed it must be coordinated by the Show Management/ Fairpark Management.

Any electrical power requirements must be requested on the Utilities Request Form on Page 11, and paid for with the final booth payment. If not indicated on the Utilities Request Form, any requests for power must be made in writing by May 15 at the latest.

Once the Expo opens, it will be extremely difficult to get additional power, however any last minute requests for electricity need to be made at the show office and will be paid by the exhibitor directly to Fairpark Management before additional service will be provided. Listed below are the charges for power. (One light bulb is between 60 and 100 watts. Therefore, five 100 watt bulbs equal 500 watts or 5 amps of power.)

<u>110v</u>		<u>Single Phase 208V</u>		<u>3-Phase 208V</u>	
5 amps	\$35.00	5 amps	\$45.00	5 amps	\$60.00
10 amps	\$45.00	10 amps	\$60.00	10 amps	\$80.00
15 amps	\$48.00	15 amps	\$72.00	15 amps	\$96.00
20 amps	\$60.00	20 amps	\$90.00	20 amps	\$120.00
		30 amps	\$120.00	30 amps	\$160.00
		60 amps	\$200.00	60 amps	\$280.00
		100 amps	\$245.00	100amps	\$340.00

Water

Exhibit rates do not include water fill and/or drain service. If water service is needed it must be ordered from the Fairpark at Exhibitor's expense, unless other arrangements are made with Show Management.

Telephone / Internet Service

Telephone / Internet service is not included in the booth price but is available to commercial exhibit booths in select locations at the cost of \$75.00.

Notify Show Management before May 15th if you need Phone service. (Mark the Telephone Services line on the "Utilities and Services" Order Form on page 11.)

For wireless credit card machines, it is suggested that you order a Phone line.

Janitorial Services, Security

Basic Janitorial Services is provided by the Facility. Any special janitorial needs may be coordinated through the Decorator.

Fairpark Management will provide perimeter guard service during the Show and while the Fairpark is closed. Exhibitors will not be allowed into the Exhibit Area after Show Hours without prior consent. Exhibitors may want to consider arranging security for its specific booth space for either during or after Show hours.

Exhibits close at 9 pm on both Friday June 5th and Saturday June 6th. It is expected that exhibitors be at their booths until the Expo closes on each day. If a booth is left open and unmanned excessively, it will be closed by the Show Management or removed and the exhibitor may not be invited back the following year.

Admission gates to the Utah Outdoor Adventure Expo may open earlier to allow admittance for setup of attractions and media promotion. Although the exhibits are not required to be open until one hour before opening to the public, exhibitors should understand there are people on the grounds earlier than the 8:00 a.m. exhibitor setup time.

Every booth must be set up, ready and open by 11:30 a.m. on opening day. All Moving Vehicles must be off the grounds by 11:30 on Friday. Booths must be set up, ready and open by and 8:30 on Saturday. Vehicles must be removed at this same time.

If booths are not set up by 12:00 Noon on opening day, the Show Management reserves the right to assign the booth to another vendor and assign another location of equal or lesser value, or impose a fine.

Closing day of the Expo on Saturday, June 6th, booths may close at 9:00 p.m. However, no vehicles will be allowed on the grounds until crowds disperse and it is deemed safe by Show Management.

Booth Accommodations

An Identification sign is provided by Show Management without cost to the Exhibitor.

Items included with each 10X10 Indoor Booth (Add \$150.00 for corner booths.) Pipe & Drape will be provided for all in-line booths (10x10, 10x20, 10x30, etc.) not including island exhibitors.

8' High Back Drape-Black
3' High Side Drapes-Black

(One 8' skirted table-Black, 2 chairs provided with the first 10X10 space ordered See decorator for additional furnishings.)

Booth Carpeting is not required, but the exhibitor can cover their area at their own Expense.

Booth spaces are not to be changed without prior approval of the Show Management.

Any approved changes will be done by the exhibitor at no cost to Show Management. While the set up is important for the viewing of your exhibit, it is also important for Exhibitors not to impede on the view of their neighbor's exhibit.

Exhibitors must secure the edges of any carpet with tape to prevent a tripping hazard. In addition, all electrical cords must be properly taped down.

Items included with each 10X10 Outdoor Booth (Add \$150.00 for corner booths.) One 10x10 Canvas Tent with a wrap around will be provided for each in-line outdoor booth. Exhibitors are fully responsible for their own items and any damage that may occur from the weather.

1 10X10 Canvas Tent— Wrap around Included
(1- 8' skirted table-Black, 2 chairs provided with the first 10X10 space ordered)
See Decorator for additional furnishings or tent upgrade.)

All outdoor locations are arranged and assigned by the Show Management in 10' × 10' increments. Most outdoor exhibits are housed in canvas tents which have a pitched roof and four canvas sides that snap, hook, or Velcro together in front so they may be closed. Tents are not equipped with lights; therefore, it is necessary for you to provide your own lights and power cords.

All exhibit space, outside of bulk space pods, is sold in 10' × 10' increments only. There will not be any prorating or segmenting of space for sale. Booth spaces can be added together to create larger sizes, for example 10' × 20' or 20' × 20' depending on exhibitor's needs and availability of space.

Pod locations are spaces which stand on their own and are typically larger than the standard booth sizes mentioned above. Pod locations are arranged and assigned by Show Management at their discretion.

Tents for pod locations are available in 10' × 10', 10' × 20' and 20' × 20' sizes only if ordered through the Rental Services Contractor who can assist you when figuring the price of a pod location and does not include a tent in the price of a pod space.

Exhibitors are allowed to provide their own tent but no discount is given on space rental. The tent must be white in color or approved by the Show Management. If an exhibitor is bringing their own tent, trailer or will not need a tent for their booth space, it must be so indicated on the "Utilities and Services" Form on page 11 by signing the line that states, "Please DO NOT order a tent for my outside location.

If an exhibitor or representative signs on this line and it is determined after May 31, that an exhibitor needs a tent after all, there will be a \$75.00 Additional setup fee. The tent will then be set up at the earliest convenience of Expo's Tent Contractor. In addition, if a tent is ordered for an outside location and it is determined after May 31, that a tent is not needed after all by the exhibitor, there will be a \$75.00 tent removal fee. The tent will then be removed at the earliest convenience of the Fair's Tent Contractor.

If an exhibitor is using a trailer which has an awning or their booth space is designed as such that it has an awning which protrudes out into an aisle way, all care must be taken to prevent anyone from bumping into it. In some cases the exhibitor may be required to purchase additional space to accommodate the awning. No merchandise will be allowed to be hung or displayed from an awning or its supports.

In the event of inclement weather it is recommended floors be built inside outdoor locations whether on asphalt or grass to raise items off the ground. We suggest a floor made with pallets or other wood materials. The Utah Adventure Expo, Backcountry Radio Network and Utah State Fairpark are not responsible for loss of sales due to inclement weather or surrounding attractions at the Expo.

Directory of Contractors and Services

Show Management suggests using the services of the official contractors for efficiency and ease during the move-in and move-out periods.

We strongly urge that you give this manual to those responsible for your participation in the Expo. Should you have any questions concerning any phase of your participation, please contact show management.

Show Management

Backcountry Radio Network/ Utah Outdoor Adventure Expo

<http://www.Backcountrynetwork.com>

<http://www.UtahOutdoorAdventureExpo.com>

Public Relations/ Promotions: Brian Brinkerhoff

Email: host@backcountrynetwork.com

Exhibitor Services/ Scheduling: Becky Brinkerhoff

Email: Becky@backcountrynetwork.com

Phone: (801) 360-3645

Fax: (801) 415-9964

Mailing Address:

Utah Outdoor Adventure Expo

Exhibitor Services– Attn: Becky Brinkerhoff

10471W. 8570N. Lehi, Utah 84043

Show Office/ First Aid/ Lost Child

Located on the North East end of the Fairpark in the Guest Services Building

Fairpark Management

(Contact Fairpark Management for any questions regarding Security, Parking, Electrical, Janitorial and Operations /Grounds Services)

Utah State Fairpark– Kelly West (801)538-8441

Fairpark Operator: (801) 538-8400

Fairpark Fax Number: (801) 538-8455

Fairpark Website: <http://www.utahstatefair.com>

Parking Services

AMPCO SYSTEM PARKING:

Kent Sorensen– Event Supervisor

Fairpark Security
METRO PROTECTIVE AGENCY
Aaron Theriault – Operations Manager Security

Grounds/ Janitorial
Pablo Gonzalez --Operations Supervisor

Food Vendor Services/ Catering
Skyline Concessions (801) 898-7998

Show Decorator
JP Display
Louis Boss (801) 891-2605

Rental Services
Diamond Rental
Tom Gleason –Sales Manager (801) 262-2080

Sound Systems
Coordinate all sound systems through Poll Sound
Bryce Stettler (801)261-2500

Phone Services
Contact Show Management to order Phone Service
Qwest New Business Phone Service

Bureau of Food Protection
788 E. Woodoak Lane (5380 South)
Salt Lake City, Utah 84107-6379 (801) 313-6620
<http://www.slvhealth.org>

State Tax Commission/ Special Events Division
210 North 1950 West Salt Lake City, UT 84134
Phone (801) 297-6303, Fax (801) 297-6358.

Utah State Fire Marshall
(801) 284-6350

Utah Motor Vehicle Department
Salt Lake County
Local Phone: 801-297-7780
Toll Free: 1-800-DMV-UTAH

South Valley Office – New!

14555 South Minuteman Drive

Draper, UT 84020

Hours: Monday–Thursday, 7:00 a.m. – 6:00 p.m.

Drive-through service available – renewals only

Motor vehicle service not available on Friday

Salt Lake Office

380 West 2880 South

Salt Lake City, UT 84115

Hours: Monday–Thursday, 7:00 a.m. – 6:00 p.m.

Drive-through service available – renewals only

Motor vehicle service not available on Friday