



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

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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.)



**Fill Out and Return
Return to Show Management
with Payment**

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** _____



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 _____

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.)



Fairpark Rules and Regulations, Safety and Fire Protection, Laws and Permits

Fairpark Rules and Regulations

Exhibitors or their agents shall not injure or deface the walls or floors of the buildings, the booths or the equipment of the booths. Nothing shall be posted on, or tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, or other parts of the Fairpark Facilities without permission from the Fairpark Management. No holes in the asphalt or grass will be allowed without special permission from the Fairpark Management. Fluids, caustic or staining, must not be used where they may damage floor coverings or Fairpark Grounds.

Any special electricity, carpentry, wiring, gas, water, steam or drainage connection shall be installed by the Facility at the Exhibitor's expense. Under no circumstances may the weight of any equipment or exhibit material exceed the Buildings' maximum floor load.(Any questions regarding maximum floor load in any building in the fairpark may be directed to Fairpark Management.)

Distribution and Decoration with Helium Balloons prohibited by Fairpark Management. No Adhesive- Backed Plastic or Vinyl Decals, Stickers or Bumper Stickers of any kind are to be Given Away anywhere on the Utah State Fairpark. The only exception would be computer generated custom decal orders costing \$5.00 or more. It is strictly prohibited for anyone to pass out advertising material, take surveys or conduct business of any kind in the parking lots owned and/or operated by the Utah State Fair Corporation.

Exhibitors who may be found vandalizing Fairpark property or the property of other exhibitors will also be removed from the grounds, without a refund and may be subject to criminal prosecution. Exhibitors will pay the cost of repairing any damage caused to the Facility by the Exhibitor and/or its contractors.

The only place tobacco products will be allowed to be sold is in designated areas. In the interest of promoting the health, safety and welfare of persons on or about the premises of the Utah State Fairpark, the following will not be allowed to be produced, manufactured, dispensed, advertised or possessed on said premises:

- (a) controlled substances as defined in the Utah Controlled Substances Act, Title 58, Chapter 37,
- (b) drug paraphernalia as defined in the Utah Drug Paraphernalia Act, Title 58, Chapter 37a, and
- (c) imitations scintillate as defined in the Imitation Controlled Substances Act, Title 58, Chapter 37b, Utah Code Annotated, 1953, as amended.

Safety/ Fire Protection

Exhibitor shall cooperate responsibly with Local Ordinances, Show Management and Fairpark Management rules regarding health, fire prevention and public safety.

When selling knives of any kind, they must be boxed and sealed.

Breech-loading firearms displayed must be deactivated by removal of the firing pin or otherwise altered so that they may not be fired. Exceptions may be granted by the Show Management particularly for rare antique firearms or ammunition displayed in locked showcases or otherwise made inaccessible.

Portable projection machines, operated with slow-burning or nonflammable films, may be used in the exhibit booths. Standard machines with flammable films require a fireproof booth and the services of a licensed operator. All plans for installation and operation of projector equipment must be approved by Show Management before operation is undertaken.

Any drapes, curtains, hangings, or other decorative material that would tend to increase fire and panic hazards will be made from a non-combustible material, or will be treated and maintained in a fire-retardant condition by means of a flame-retardant process approved by the State Fire Marshall's Office.

All electrical wiring will meet the latest edition of the National Electrical Code. Temporary wiring, as specified by this code, will be used for non-fixed wiring purposes. Ordinary two-wire extension cords are expressly forbidden. Only heavy-duty, three-prong, rubber or neoprene extension cords are permitted. Extra materials stored in Exhibitor's space must not block access to the exhibit or cover electrical wires or outlets.

Explosive gases or flammable liquids will not be used in connection with any display except by written approval of the Show Management. Smoking, open flames and propane are prohibited in any enclosed exhibition hall. Any outdoor open flame must be approved by the Show Management and Fire Inspector, Exhibitors must supply and have readily accessible at least one fully charged and operational UL-rated type ABC dry chemical fire extinguisher of at least 2½ lbs. net capacity in each booth cooking food or using open flames.

Every display or exhibit must be installed and operated so as to provide access and visibility of any required exit sign. Full access must be made available to firefighting equipment.

Laws and Permits

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.

Vehicle Dealers--

Vehicle Dealers are required to obtain an offsite sale permit from the Utah Motor Vehicle Department. Bulk exhibit space is offered to dealers of RVs, Boats, Vehicles, and Horse and Utility Trailers at bulk rates for the display of new units only.

All fuel tanks shall not be filled or drained within the facility. All vehicles must have locking gas caps or gas caps sealed with tape. No more than a 1/4 tank of gas or more than five gallons of fuel, whichever is less in the vehicle.

Sales Tax and Licencing--

The following information applies to all temporary events in which food and/or merchandise will be sold. All vendors (of food or otherwise) must obtain a Temporary Sales Tax License and Special Return; this includes businesses that already have a Utah State Sales Tax License.

Businesses that anticipate selling a tangible product at the show, must apply for a Temporary Utah State Sales Tax Number. One may be obtained from: State Tax Commission/ Special Events Division.

This license is independent of any other license and is issued at the expo on Friday before the Utah Outdoor Adventure Expo by a representative of the Utah State Tax Commission Special Event Unit. There is no cost for this license, but a \$50.00 deposit is required at the time the license is issued.

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. The sales taxes must be remitted the last night of the Expo.

Taxes are not allowed to be mailed in. The Special Event Unit will be available at the end of the show on Saturday Evening to receive Sales Taxes collected by the Exhibitors who have sold product at the show. If you have any questions please

call the Utah State Tax Commission, Special Event Unit at (801) 297-6303 or (800) 662-4 335 ext. 6303, Fax (801) 297-6358. 210 North 1950 West Salt Lake City, UT 84134.

Three-day Cancellation of Sales at the Utah Outdoor Adventure Expo:

All commercial exhibitors must be in compliance with Utah Code Section 13-11-4(2)(m) which states that they must furnish a notice of the purchaser's right to cancel a direct solicitation sale within three business days of the time of purchase if the sale is made other than at the supplier's established place of business;

Pursuant to the supplier's mail, telephone, or personal contact and if the sale price exceeds \$25.00, unless the supplier's cancellation policy is communicated to the buyer and the policy offers greater rights to the buyer than Subsection (2)(m), which notice shall be a conspicuous statement written in dark bold at least 12 point type, on the first page of the purchase documentation, and shall read as follows:

"You the Buyer May Cancel This Contract at Any Time Prior to Midnight of the Third Business Day (or time period reflecting the supplier's cancellation policy but not less than three business days) After the Date of the Transaction or Receipt of the Product Whichever is Later."

Americans with Disabilities Act

Exhibitors agree to comply with the requirements of the Americans with Disabilities Act (ADA) 42 U.S.C. Section 12101 at seq. and applicable regulations in performing under this Lease Agreement. Exhibitor acknowledges and agrees that, in connection with the Show, it will be a public accommodation as defined under Title III of the Americans with Disabilities Act ("ADA").

- (a) provide, at its expense, any auxiliary aids and services as may be necessary to ensure effective communication with Exhibitor by attendees of the Show;
- (b) assure, at its expense, that displays posted at or on Exhibitor's booths are accessible to individuals with disabilities; and
- (c) not discriminate or retaliate against any individual in violation of the ADA.



Exhibitor's Service Manual

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.



Exhibitor's Service Manual:

Exhibitor's Property

Exhibitor's Property

Although security service will be furnished for the show, all of the Exhibitor's property at the show shall be at the sole risk of the Exhibitor. Neither Show Management nor the Fairpark Management assumes any responsibility for damage to, loss, or theft of property belonging to Exhibitor, its agent, employees, visitors or guests.

Exhibitors will not be allowed into the Exhibit Area after Show Hours without consent from Show Management. Exhibitors may arrange for additional security for its specific booth space for before, during and/or after Show hours. Any such arrangements must be coordinated through Fairpark Management.

From time to time, photographs, motion pictures and/or video recordings may be made at the Utah Outdoor Adventure Expo, which recordings may include images of Exhibitor, its employees, agents and related merchandise and displays.

Exhibitors may not hinder, obstruct or interfere in any way with such photography or recordings whether by Show Management, its agents, attendees, media, or other exhibitors, and hereby consent to Show Management's use of such recordings for commercial purposes.

Exhibitor hereby grants Show Management a non-exclusive, royalty free, irrevocable, non-transferable worldwide license (without the right to sub-license) to use Exhibitor's trademarks, service marks, logos, trade names, copyrighted content, hypertext links, domain names, icons, buttons, banners, graphic files and images.

By providing Show Management the e-mail addresses set forth in the Application/Contract, Exhibitor hereby consents to receiving unsolicited commercial e-mail messages from the Utah Outdoor Adventure Expo and the Backcountry Radio Network.

Although the exhibits are not required to be open until the times listed on the schedule, exhibitors should understand there are people on the grounds earlier than the 8:00 a.m. exhibitor setup time.

Exhibitors may close their booths each night at closing time with the understanding that some activities will continue to operate through the night. Security will patrol exhibition areas, but Show Management and Fairpark Management will not be responsible for any thefts or damage to exhibits during this or any other time.



Exhibitor's Service Manual:

Basic Terms and Conditions

Basic Terms and Conditions

Exhibit booths are open to commercial firms, groups, government agencies and corporations who regularly provide products or services related to the education, conservation, research, and recreational activities, approved by Show Management. Show Management does not offer exclusivity for any products or services.

Display space is also assigned to noncommercial local, state and national organizations of similar purposes. A limited number of Volunteer/ Non Profit Organizations, meeting certain conditions will be provided a 10X10 booth space free of charge with signed forms. Contact Show Management for more information.

The Exhibitor shall not assign any rights under this Agreement or sublet the space without the prior written permission of Show Management, whose permission may be arbitrarily withheld.

Exhibitor shall maintain a responsible individual or individuals in the leased space at all times during the designated exhibition hours. Exhibitor shall be responsible for the conduct of any employee, agent, visitor or guest of Exhibitor in the exhibit space.

Every effort will be made to assign the location you request; however, Show Management reserves the right to assign booths as needed.

Exhibitors must advise the Show Management of the products or services they will be exhibiting in their booth space when the application is submitted. Exhibitors must be very specific when listing the items they plan to sell. All applications must be filled out completely including all items being displayed, sold and any free drawings or prizes offered.

The contents of all commercial exhibit booths must have similar related products or services. For example, a single booth selling both sunglasses and funeral plans would not be allowed. Under no circumstances shall an exhibitor change the contents of their booth space or services offered without written permission from the Show Management once a Lease Agreement has been issued.

If it is found that an exhibitor has changed booth contents or services as indicated on their Lease Agreement, they may be fined and the original intent of the booth must be restored.

Your display and all promotional activity must be contained physically, visually, and audibly within the space you have contracted.

Exhibitors are to have their booth set up and ready one hour prior to show opening and to exhibit only the products described on the contract form and approved by Show Management. Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with directions of Show Management, the Fairpark Management or their Contractors.

Products displayed for sale must be in production and reasonably available to the public.

Sampling: As part of your booth fee, samples not exceeding two (2) ounces in quantity or 2" x 2" x 2" size may be distributed within your commercial exhibit space. This rule applies to food, merchandise, cosmetics, etc. These samples can be given out only within your booth space and all other Commercial Exhibit rules and regulations apply. Food Handlers Permits are required to distribute samples. See Page 35 to contact the Bureau of Food Protection.

Things to Take to the Utah Outdoor Adventure Expo

- Lights (if needed) The sun will be setting around 9:00pm on June 5&6, so be prepared if you need lighting after the sun sets.
- Extension Cords and Power Strips (If electricity is desired for your booth, mark “Electricity” on the Utilities and services form with the amount of power needed). Bring approved power cords described on page 17.
- Surge Protector to protect your electrical devices.
- Additional Furnishings for your booth (Usually available for rent from the Show Decorator and Rental Services Contractor– Order Ahead of Time)
- Be prepared for changing weather. If you have an outdoor booth, make sure that your booth can withstand inclement weather.
- Wrap around tarps will be provided with most of the diamond rental tents utilized for the event, If you are providing your own tent, we recommend that you have something on hand just in case.
- It is recommended that you construct a wooden floor to further protect your gear
- Paper Weights Keep your important papers from flying away in the wind.

Drawings And Prizes

Plans for free prizes or drawings must be furnished in writing with the application and must be approved by the Show Management. No Lease Agreement will be issued until plans for any free prizes and drawings have been reviewed. Vendors cannot offer discount vacations, free vacations, free trips or drawings for vacations of any kind without approval from the Show Management.

1. When offering free prizes, or drawings for free prizes, full disclosure must be made. There can be no hidden or undisclosed charges or deposits. If the offer says 'free' it must be totally free. If full disclosure is not made, (as deemed appropriate by Show Management), the exhibit will be closed until appropriate action can be taken.
2. The announcement of prizes offered, and the time and place of the drawing must be posted in plain view where the Fair patron registers. The drawing must be held publicly at the Utah State Fairpark by Saturday evening, the last day of the Expo.
3. All patrons are eligible to participate in the drawing (unless age or sex is a reasonable disqualification and the same is advertised on a sign).
4. A sample of the drawing ticket and a list of prize(s) to be offered must be submitted to the Show Management no later than May 15, 2009. Include a description of the prize(s) offered, the names, addresses and telephone.
6. The Utah Outdoor Adventure Expo, Backcountry Radio Network, and Utah State Fairpark Management, or their employees or patrons of the aforementioned are not to be mentioned in supporting or conducting the drawing in any manner unless prior arrangements are made with these groups.

If an organization wishes to have a fund raising banquet or Auction during or prior to the event, Mark the line that says "Catering/ Banquet Hall" on the "Utilities and Services" Form on page 11 to schedule time in the banquet hall.



Exhibitor's Service Manual:

Driving Directions and Accommodations

Driving Directions

The Utah State Fairpark is located at 155 N 1000 W Salt Lake City, UT 84116 and is easily accessible from Downtown Salt Lake City by driving West on North Temple until you reach 1000 West. The main visitor parking lot is located at 155 North.

General Directions from all four directions are provided below—

From I-15 Northbound

Merge onto I-80 W via EXIT 308 toward RENO/ S.L. INT'L AIRPORT.

Take the UT-68/ REDWOOD RD. exit, EXIT 118.

Turn RIGHT onto S REDWOOD RD/ UT-68.

Turn RIGHT onto W NORTH TEMPLE/ UT-186.

Turn LEFT onto N 1000 W.

End at 155 N 1000 W Salt Lake City, UT 84116

From I-15 Southbound

Take the 600 NO. exit, EXIT 309.

Take the 600 NO. WEST ramp.

Turn RIGHT onto W 600 N/ UT-268. Continue to follow W 600 N.

Turn LEFT onto N 900 W.

Turn RIGHT onto W 200 N.

Turn LEFT onto N 1000 W.

End at 155 N 1000 W Salt Lake City, UT 84116

From I-80 Eastbound

Take the BANGERTER HWY./ NO. TEMPLE exit, EXIT 115, toward AIRPORT.

Merge onto UT-186 E toward NO. TEMPLE.

Turn LEFT onto N 1000 W.

End at 155 N 1000 W Salt Lake City, UT 84116

From I-80 Westbound

Merge onto I-80 W via EXIT 308 toward RENO/ S.L. INT'L AIRPORT.

Take the UT-68/ REDWOOD RD. exit, EXIT 118.

Turn RIGHT onto S REDWOOD RD/ UT-68.

Turn RIGHT onto W NORTH TEMPLE/ UT-186.

Turn LEFT onto N 1000 W.

End at 155 N 1000 W Salt Lake City, UT 84116

Check in at the show offices in the administration building (Directly south of the main parking lot.) where you will receive additional information on Exhibitor Parking, booths, etc.

Accommodations

The Utah State Fairpark is located in Salt Lake City, Utah – on 1000 West, North Temple directly west of downtown Salt Lake City. Various Restaurants, Grocery Stores, and other accommodations are available within a short distance of the Utah State Fairpark to help meet your needs during your stay at the Utah Outdoor Adventure Expo.

Most hotels are close to entertainment, restaurants, & shopping districts. Airport area hotels are available. To assure that you get the room that you want, make reservations well in advance.

For your convenience, below is a sampling of accommodations close to the Utah State Fairpark; it is not intended to be a comprehensive or a recommended list.

Official Host Hotel : Hampton Inn Salt Lake City Central

2055S. Redwood Road Salt Lake City, Ut. 84104 <http://www.HamptonInn.com>
Search - Salt Lake City. Call for reservations (801) 866-0703. Special pricing for Attendees of the Utah Outdoor Adventure Expo (Just Mention the Expo): \$89.00 Weekdays, \$69.00 Friday and Saturday (Less than 10 Minutes from the Utah State Fairpark)

Quality Inn Airport

1659 W. North Temple (South West Corner of North Temple and Redwood Road)
Call for Special pricing for Attendees of the Utah Outdoor Adventure Expo (Just Mention the Expo): (801) 533-9000 <http://www.qualityinnslc.com> Free Shuttle to the Fairpark and Down Town SLC. \$55 S/D -\$65 T/Q / Per Room Per Night +Tax

KOA Campground of Salt Lake City--Camp VIP

(Just West of Utah State Fairpark) 1370 West, North Temple
Salt Lake City, Utah 84116 Call for Reservations– 1-800-562-9510 or
801-328-0224 . <http://www.slckoa.com> Email slckoa@utah-inter.net
\$38.00/ Night includes: Full RV Hookup- pull through, Laundry, Showers, Rest Rooms, Cable TV, WIFI. Call for Reservations. (10% discount with KOA Value Card, Good Sam Membership card, AAA membership card.) For additional information on cabin sites and tent camping, visit the website or call the service desk.

The Cleaning Barn Laundromat

910 West North Temple Salt Lake City, Utah 84116 (801) 539-1513



Exhibitor's Service Manual:

**Important Contact Information,
Exhibitor's Badges**

Area Supervisors

Contact Information for Specific Area Supervisors
will be provided upon Approval and Acceptance of
Exhibitor's Application.

East— Ron Russon, Jeremy Russon

Traditional Skills

Art/ Entertainment

Travel

Fishing and Fly Fishing

Central— Allan Boothe, Michaela Boothe

Close to Home

Alternative Energy/ Human Powered

Camping/ Backyard Adventures

RV Camping

South Western—TBA

Hunting/ Shooting Sports/ Archery

Barbecue Cookoff

Dutch Oven Cookoff

Cache and Treasures

North and West— Sam Evans, Lanita Evans

Animal Friends

Off Road Adventures/ Aviation

Boats and Watercraft

Show Office— Ruth Sweat

Administration/ Information

Volunteer Coordinator

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: 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

Exhibitor's Badges

One Exhibitor badge admits one person only.

All exhibitors must fill out and return their badge order form by May 10, 2009. (Refer to "Badge Order Form" on Page 12.)

All exhibitors are supplied with exhibitor badges to identify themselves to ushers and security personnel for entry into the show and to the public attending the show.

This is a ticketed event, either a ticket or an exhibitor badge must be shown for entry. Please make sure those staffing your exhibit receive their badge before they arrive.

Badges will be sent to the Exhibitor Address on the Application form. If necessary, Exhibitor may make arrangements with the Show Office for badges to be picked up by Exhibitor's Staff. It is the exhibitors responsibility to pick up and distribute badges to their staff prior to opening on Friday.

Exhibitor badges are issued on the following basis: Four per 100 foot exhibit area, plus one for each additional 100 feet (Good any time during the run of the show.) If additional Badges are required, contact Show Management prior to May 15, 2009, and if approved, arrangements will be made for you to get them.

Exhibitors are welcome to enter through any entrance provided they show a badge. Exhibitors must, wear an exhibitor badge at all times to enter the expo including but not limited to set-up and break-down of the booths. Exhibitor parking is located to the west of the and northwest ends of the Fairpark.

Please Note: Due to security regulations, Exhibitors may be asked to present photo ID to receive badges. All Exhibitors must identify all personnel who will be working in Exhibitor's booth.

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.



Exhibitor's Service Manual:

Utilities and Services

Available Onsite

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

After approval, Exhibitors are encouraged to bring their own GFCI protected cords or power strips to plug into Fairpark's power source to distribute the power where needed inside their booth. It is recommended that all Exhibitors protect all electrical devices with a surge protector which can be purchased at any office supply store.

Neither the Fairpark nor Show Management will supply any wiring, cable, extension cords, adapters or special connectors of any kind. All extension cords or wiring must be properly taped down to the floor or tucked away to avoid potential trip or safety hazards.

Cords will not be allowed to be taped down across walkways. Fairpark Management will spot check booths during the Expo to ensure no one is using more electricity than they have ordered. In the event it is found an exhibitor is knowingly using more power than they have ordered and paid for, the exhibitor may be fined and/or the booth closed.

A \$200.00 fine and/or expulsion from the Expo will be assessed to anyone found entering into a Fairpark electrical panel or tampering with electrical lines or outlets in any way.

Electricians have been instructed not to provide service to any appliance, trailer or panel that is not properly grounded. Electricians will not provide service to non-UL approved equipment or faulty or hazardous equipment. Wiring will be done in individual stands or trailers by State Fair Electricians.

Utah Outdoor Adventure Expo, The Backcountry Radio Network, and The Utah State Fairpark expressly deny responsibility for electrical failures, and any damage to equipment or property, caused by drops or increases in power supply, low voltage or power surges.

Correspondingly, all exhibitors and concessionaires expressly agree to indemnify and hold harmless the Utah Outdoor Adventure Expo, The Backcountry Radio Network, and Utah State Fair Corporation, its members, employees and contractors from such claims. In no case will these groups be held responsible for loss of profits, revenues or loss of equipment.

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.



Exhibitor's Manual:

**Pricing, Booth Accommodations,
and Construction**

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 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.

Booth Construction and Arrangement

Movement of exhibits in and out of the Facility must be coordinated by official Show contractors. No exhibit will be allowed into or out of the Facility without an official clearance from Show Management.

The Exhibitor must make its own arrangements for transportation of exhibits and packing material. Show Management or Fairpark Management cannot accept or sign for exhibits on behalf of the Exhibitor. Move in and move out times and access outside of Show hours are limited to those described in the Exhibitor Service Manual. Any special needs, preferences, changes or questions regarding booth assignments, etc. should be directed to Show Management before May 15. Any booth changes must take place before the show opens on Friday June 5.

If an Exhibitor plans to install a completely constructed display of such a character that the Exhibitor will not require or desire the use of standard booth equipment, no part thereof shall so project as to obstruct the view of adjacent booth.

Sidewall construction, if used, may taper diagonally from eight (8) feet at the back wall to floor level at the aisle, or extend as a high panel four (4) feet from back wall, the remaining side rail may not exceed three (3) feet in height.

The eight (8) foot back wall restriction is removed for all peripheral booths where a twelve (12) foot height restriction will be in effect. Further restrictions may apply as necessitated by ceiling height.

Complete information, instructions and schedule of prices regarding drag, labor for erecting and dismantling, furniture, booth cleaning etc., will be included in the Decorator's Exhibitor Service Manual. Such requirements shall be binding upon the Exhibitor as though fully set forth herein.

Shipments And Storage

Delivery of booth rates apply. See Decorator's Service Manual. No "waiting" time for forklift is allowed. Additional charges may apply for odd-sized or special deliveries. Forklift availability is NOT guaranteed. Exhibitors are responsible for their own unloading and loading of displays. Receiving and delivery charges are and will be billable to the exhibitor at time of service.

No merchandise, display materials, boxes, crates, equipment, etc., will be allowed to be stored in the Fairpark Management's Office or anywhere else on Fairpark property other than inside commercial exhibitor's booth(s) or personal vehicle(s). Exhibitors and concessionaires are responsible for storage of their own inventory, packaging, equipment, etc.

Any items left in the Show Office or other areas of the Fairpark for an extended period of time will be discarded.

Each morning of the Expo the buildings and grounds will be open beginning at 8:00 a.m. for exhibitors to stock their booths. Exhibitors are allowed to bring their vehicles onto the Fairpark during this time.

However, all vehicles must be removed before 11:30 a.m. on Friday and 8:30 on Saturday or they will be towed away at owner's expense. Access to the Fairpark for stocking purposes will be allowed through Posted Entry Gates only. Badges must be presented at this time for Entry.

Exhibit booths must be maintained in a clean and proper order at all times throughout the Expo.

Any display or structure left on the Fairpark after the Sunday at 5:00 will be charged a \$50.00 per day storage fee or may be discarded.

Animals

All live Animals (except Service Animals, those for sale by exhibitors, and animals scheduled for performances) are prohibited in exhibitor's booths and on the Fairpark grounds without prior consent from Show Management. (Service animal means any guide dog, signal dog, or other animal individually trained to do work or perform tasks for the benefit of an individual with a disability, including but not limited to, guiding individuals with impaired vision, alerting individuals with impaired hearing to intruders or sounds, providing minimal protection or rescue work, pulling a wheelchair, or fetching dropped items).

Exhibitor agrees to remove its exhibit from show site by the final move out time, in as good and clean order and condition as before Booth setup. In the event of failure to do so, Exhibitor agrees to pay Show Management for such additional costs as may be incurred.



Exhibitor's Service Manual:

Tips, Suggestions and Awards of Merit

Tips and Suggestions

Throughout the Year

Support media sources that promote the outdoors. Get to know your friends in the media who regularly promote ethical and responsible outdoor recreation and news. (Newspaper, Radio, Television, etc.) and strive to raise awareness of the outdoor community, and issues that affect your business and your customers' recreational opportunities.

Include the "Outdoor Media" on your mailing list and send them your calendar of events, press releases regarding your company's participation in outdoor related events and activities and causes that you support. Consider setting aside part of your regular advertising budget to advertise with them. Partnering with these specific forms of media will help you reach your targeted audience in a way that mainstream media may not be able to do as cost effectively.

Keep in mind that this specific group of Outdoor Writers and Hosts are highly respected by their audience and have a great deal of influence in the outdoor community. Their audience is full of potential customers who are passionate about the outdoors who prioritize their budgets to participate in the outdoor related activities that they love.

For more information about the Backcountry Radio Network, visit <http://www.Backcountrynetwork.com> .

Before the Expo

Let people know about the Expo. Send Press Releases/ invitations to Media, clients, and Prospects. Mention your presence at the Expo in your regular advertising campaign prior to the event. Display Expo Posters and hand out flyers in your store or business. Advertise in the Event Program (Contact Show Management for Pricing Info.)

Prepare your Staff Discuss why you are exhibiting and what you intend to accomplish. Discuss pricing and be consistent. Discuss common questions & problems. Discuss promotions and contests, and how you will handle leads. Have a computer mailing system ready to follow up with leads. Go over scheduling, travel and accommodations, etc.

During the Expo

First Impressions

In a glance, your booth should tell people 3 things in 3 seconds:

- 1. Your Company Name.**
- 2. Exactly what it is you do.**
- 3. At least one benefit of your product or company.**

Suggestions for a dynamic and professional booth

We encourage you to keep our themes “Adventure”, “Trail-head”, “Trails Day”, etc. in mind when decorating your space. Be creative with your booths and have fun. Try to keep things upbeat and interactive. Offer hands on demonstrations when possible.

Build, buy or rent a full backdrop. Use carpeting / flooring in your exhibit. It is recommended that outside Exhibitors construct a wooden floor to protect your property from weather related damage.

Your products/ services should be the highlight of your booth. Invite people to your exhibit and involve them in contests/ activities. Keep literature and business cards accessible and easy to find. Create an inviting closing area.

Keep things fun and Interesting. Energize your staff. Make your company recognizable as a group. Similar attire on your staff identifies them as part of your organization and helps create a unified appearance.

Awards of Merit

Exhibitor And Concessionaire Awards

The Blue Ribbon Award Program is designed to recognize outstanding exhibitors and concessionaires who meet or exceed the criteria of the "Space Rental Standards" listed below.

The Utah Outdoor Adventure Expo offers the following awards: first place, second place, and Awards of Merit in each designated area for instance, Hunting, Fishing, etc.

In addition, an award will be given to the best overall commercial exhibit display, the best educational display, the best government-sponsored display and to the best commercial exhibit booth incorporating the theme for the Utah Outdoor Adventure Expo. Judges will review the booths sometime during the day on Friday.

Exhibits will be judged on the following:

1. Allure – Does it attract people?
2. Color – Bright? Fresh paint? Clean canvas?
3. Signs – Professional? Convey nature of booth and product? Prominent? Is it easy to read? Prices clearly listed?
4. Lighting – Bright? Professional? Clean? Is it in good repair?
(No missing, burnt or broken bulbs)
5. Original – Imaginative? Good draw? Unique?
6. Cleanliness – In and around the booth?
7. Dress – Clean? Attractive? Is it complimentary to your product?
8. Attitude – Polite? Cheerful? Helpful? Prompt? Do they have a knowledge of their product? Is the staff attentive to the customers?
9. Activity – Are staff members sitting around or talking to each other? Are they approachable? Is at least one staff member in the booth at all times?
10. Products – Fresh? Well presented? Reasonably priced? Desirable?

Awards will be presented Saturday morning to the winning booths.



Exhibitor's Service Manual:

Rules and Restrictions

Rules and Restrictions

Booth Assignments/ Exhibit Space

The Utah Outdoor Adventure Expo reserves the right to make changes in booth assignments through June 5, 2009 to ensure an even flow of attendee traffic or to maintain the character of the show.

In the event Show Management elects to exercise its right to change Exhibitor's space, Exhibitor will be notified of its newly assigned space upon arrival. Show Management will make reasonable efforts to ensure that any reassignment will be to an exhibit space, which is of the same general style and size as Exhibitor's original space.

If a reduction in space to Exhibitor's exhibit space is, in Show Management's opinion, necessary, Exhibitor will be reimbursed on a pro-rata basis.

Any space not occupied by Exhibitor at the time set for completion of installation of displays will be reassigned at the discretion of Show Management, in which case all amounts paid or payable by Exhibitor will be forfeited unless special arrangements have been approved in writing by Show Management.

No Exhibitor shall arrange its exhibit so as to obscure or prejudice adjacent Exhibitors, as determined by Show Management. All demonstrations by Exhibitor must be located so that assembled crowds are within the Exhibitor's space and not blocking any aisle or neighboring exhibits.

Exhibitor's working personnel must display identification credentials provided by Show Management at all times they are working in the exhibit. Refer pages 12 and 37 for information on Show Badges. Due to security regulations, Exhibitors may be asked to present photo ID to receive badges. Exhibitors must identify all personnel who will be working in Exhibitors booth.

Restrictions

No small motorized vehicles such as golf carts, motorized skate boards, etc. will be allowed inside the Fairpark without prior permission from the Show Management except vehicles required by the disabled. In addition, the use of roller blades, roller skates, skateboards, scooters and other like mannered items are also prohibited on the Fairpark except in designated areas.

Any exhibitor selling these items must inform their customers that they must remove the scooter, etc. from the Fairpark immediately after purchasing it and are not allowed to use it while on the Fairpark. In addition, any exhibitors selling live animals must also inform their customers that the animals must be either picked up at the end of the show or removed from the Fairpark immediately after purchase.

Show Management will not permit the sale or display of obscene material and reserves the right to remove from the grounds any product, exhibit, sign or advertising matter which is not in harmony with the overall goals and objectives of the Expo. Keep in mind that this is a Family Friendly event and there will be children in attendance.

No loud speaker, amplifier, or sound device shall be used in the exhibit space without prior approval. Coordinate with Sound Systems Contractor on page 35 (refer to important contact information sound amplifying device to be used. Excessive noise from any source, including televisions, stereos, organs, saws, microphones, motors, etc., will not be allowed. Health Department guidelines for acceptable noise levels will be enforced.

Microphone use must comply with the following specifications to avoid interference with Fairpark's sound system:

1. VHF bandwidth only (No UHF bandwidth, or lower than VHF bandwidth).
2. Must be in proper working condition.
3. Must be of a professional grade.
4. No Comtek brand devices allowed.
5. No bullhorns allowed.

Operators of noise-making exhibits must secure Expo Management approval of operation methods before the Opening Day.

Exhibits which include the operation of musical instruments, radio, sound motion picture equipment, public address systems or any noise making machine, must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors or their visitors. Show management reserves the right to refuse the use of audio systems.

Excessive dust, smoke or smells from the intentional burning of scented candles, incense products, product demonstrations, etc. is prohibited.

Exhibitors are advised that providing derogatory information regarding another commercial exhibitor is prohibited. In addition, Show Management will not get involved in any price setting/ fixing between competing exhibitors or any exclusive agreements an exhibitor may have with a supplier.



Exhibitor's Service Manual:

Booth Occupancy, Cancellation, and Renewals

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

Cancellation or Reduction in Space

In the event an Exhibitor seeks to cancel this license for exhibition space, withdraw from the Show, or reduce its space requirements for the Show, Exhibitor acknowledges that Show Management would be harmed and suffer loss and that it would be difficult to determine the precise value for or amount of that harm.

In the event Exhibitor seeks to cancel this license for exhibition space, withdraws from the show or requests a reduction in space, written notice must be received and accepted by Show Management prior to May 15, 2009. Upon acceptance of the cancellation of this Agreement, all sums paid will be refunded minus an administrative and processing fee of \$100.00 per 10' x 10' booth.

If a reduction of space is requested, Exhibitor's booth space on the Show floor may be moved in the sole discretion of Show Management.

If the Exhibitor cancels after May 15, 2009, the Exhibitor is liable for full payment of his space rental, whether or not it has been paid in full as of that date. All sums paid and/or owed will be forfeited and retained by Show Management as liquidated damages.

Any cancellation or failure of an Exhibitor to actually occupy the exhibition space assigned to Exhibitor may, in Show Management's sole discretion, result in partial or complete forfeiture of Exhibitor's rights under any applicable discounts, sponsorship agreements or opportunities including, but not limited to, the right to present speakers at, or participate in, any conference component of the Show.

Show Management reserves the right to change, increase or decrease Show hours, days or location. Exhibitor acknowledges and agrees that if Show Management elects to change, increase or decrease Show hours, days or location, Exhibitor shall not be entitled to and expressly disclaims any right or claim to the return of any portion of any Show fees or deposits paid or payable by the Exhibitor to the Show Management.

Exhibitor shall remain liable for the full balance under the terms of the agreement together with all costs of collection including, but not limited to, all reasonable attorneys' fees, court costs and interest.

Renewal Process

Exhibitors and concessionaires desiring to renew their space assignments are responsible for updating any address changes (Email and Physical) with Show Management prior to Friday, July 2, 2009.

Invitations to renew for the 2010 Utah Outdoor Adventure Expo will be mailed out to those exhibitors who participated in the previous year's Expo only and who are in good standing with the Utah Outdoor Adventure Expo.

An Exhibitor's "Good Standing" is determined by their fulfillment of the previous year's Exhibit Space Lease Agreement, and adherence to the rules and regulations as outlined in this handbook regardless of the number of years an exhibitor may have previously participated .

Early Bird Renewal Forms will be available during the Expo (June 5 and 6, 2009). Forms received and accepted before Friday, August 6, 2009 with 50% down payment will be allowed to keep their booth space at discounted rates.

Returning Exhibitors are offered the same space they occupied the preceding year when possible and only if the exhibitor's layout remains the same. Should the exhibitor want to make any kind of change to their Lease Agreement, they will need to complete an application form and submit it as a new exhibitor.

Any vendor not returning their Lease Agreement by or having it postmarked by Friday, September 3, 2009 will forfeit the space they held the previous year.