

**Exclusive Limousine Company Supporting Sponsorship:**

**18 Total Sold (Only 1 Per Market):**

Includes company logo and weblink on *Limousine Digest* site; company logo to appear on all pre- and post-Show e-mail blasts (approximately 25); company logo on sponsorship page in Official Show Program; company logo to appear in post-show sponsor recognition page in *Limousine Digest* magazine; company logo to appear on exhibit hall entrance unit and various signage.  
.....**\$1,500**

Sponsor: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_  
 Contact Phone Number (if different from above): \_\_\_\_\_  
 Contact Person for Advance Show Material: \_\_\_\_\_  
 Contact Phone Number (if different from above): \_\_\_\_\_

See pricing information on price list to complete information below.

Total Due= \$ \_\_\_\_\_ Amount Enclosed (50% of Balance) \$ \_\_\_\_\_

**Credit Card Information:**

Payment Type: \_\_\_\_\_ Visa \_\_\_\_\_ MasterCard \_\_\_\_\_ AMEX \_\_\_\_\_ Discover

Name (as it appears on the credit card): \_\_\_\_\_

Credit Card #: \_\_\_\_\_ CCV#: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Credit Card Billing Address: \_\_\_\_\_

Signature: \_\_\_\_\_

The amount enclosed will be used as a deposit on the sponsorship. **The deposit is non-refundable and must be a minimum of 50 percent of the total cost due.** Sponsor agrees to remit balance due no later than July 15, 2011. Any Sponsor not paid in full for the Show and within terms for all other affiliated companies prior to September 1, 2011 will forfeit their deposits and sponsorship without recourse to the Limo Digest Show's Sponsor waiting list. Sponsor further agrees to abide by the terms and conditions set forth in this Trade Agreement between their firm (Sponsor) and the Limo Digest Show (Show Management). Management reserves the right to reject any application.

I, the undersigned, hereby authorize Digest Tradeshow Management to charge the above-listed credit card account the amount indicated on my Limo Digest Show contract, and that I will, in good faith, make good on the contracted charges. I, the undersigned, do hereby personally guarantee payment of the full contracted amount in the event of non-payment without just cause by the above-named company and authorize the use of my card to pay any and all monies owed. All transactions between buyer and seller shall be governed by the laws of the State of New Jersey, and buyer consents to the jurisdiction of the New Jersey Courts, County of Burlington. All legal fees associated with the collection of this debt become the responsibility of the buyer.

**Signed and accepted by Authorized Agent of Exhibitor**

**Signed and accepted by Authorized Agent of Limo Digest Show**

\_\_\_\_\_ **Date** \_\_\_\_\_

\_\_\_\_\_ **Date** \_\_\_\_\_

**Signed and accepted by Authorized Agent of Exhibitor**

This application becomes valid only after being signed by Sponsor and The Limo Digest Show. Sponsorships will be assigned upon receipt of your deposit. We will do our best to accommodate all sponsorship requests. All sponsorship assignments are based on availability.

\_\_\_\_\_ **Date** \_\_\_\_\_

Rules and Regulations for Exhibitors on next page are an integral part of this contract.

**ADVERTISING** — The 2011 Limo Digest Show does not endorse or promote any product or service related to an Exhibitor, and Exhibitors will not suggest otherwise. Exhibitors will not either prior to, during, or after the exhibit, use The 2011 Limo Digest Show trademarks, trade names, or service marks unless specifically authorized in writing by Show Management prior to any such use. The 2011 Limo Digest Show is the registered trademark of *Limousine Digest* magazine.

**DEMONSTRATIONS/SOUND** — All demonstrations shall be confined to the space allowed to each Exhibitor. Activities which interfere with normal traffic flow or infringe on other exhibits are prohibited. The operation of games of chance or lottery is permitted only to the extent permitted by applicable law. Mechanical or electrical systems that produce sound must operate at a level so as not to prove disturbing to other Exhibitors. Show Management reserves the right to determine acceptable sound levels in such instances.

**BOOTH ACTIVITIES** — The Exhibitor is encouraged to demonstrate the firm's equipment and make informational presentations regarding the product line or service in the booth. Exhibitors will be able to market products from the Show floor. The distribution of surveys, questionnaires, souvenirs, or other sales or promotion activities must be conducted by Exhibitors only from within the booth space. Exhibitors shall not in any way promote or engage in activity contrary to the best interests of the Trade Show, as determined by Show Management.

**SALES TAX AND PERMITS** — Exhibitor acknowledges responsibility for compliance with any sales tax collection requirements which may be imposed by the state and/or municipality where the exhibit is located. Please contact Show Management for further information.

**SECURITY** — The Exhibitor agrees to make provisions for the safeguarding of its goods, materials, equipment, and display at all times. General overall security will be provided by the Trade Show during move-in, move-out, and Show days. Furnishing this service will not be construed to any assumption of obligation or duty with respect to the protection of the property of the Exhibitors, which shall, at all times, be the sole responsibility of each Exhibitor. The Exhibitor assumes the entire responsibility and liability for all losses, damages, and claims arising out of injury or damage to Exhibitor's displays, equipment, and other property brought upon the property of the Show floor. The Exhibitor must surrender occupied space in the same condition it was at the commencement of occupation. Children under 12 without parental supervision will not be allowed on the exhibit floor.

**INSURANCE (more forms to follow)** — It shall be the responsibility of each Exhibitor to maintain such insurance against injury to person or damage or loss of property in such amounts as the Exhibitor shall deem adequate. Insurance protection will not be afforded to the Exhibitor either by the Trade Show, Trump Taj Mahal Casino Resort, or Show Management. Every Exhibitor is required to provide Show Management with proof of this insurance by **September 1, 2011**.

**LABOR/SAFETY/FIRE CODES** — The Exhibitor is responsible for knowledge of and compliance with all

labor requirements, and fire and safety codes as established by the Trump Taj Mahal Casino Resort. Booth decorations must be flameproofed. Electrical wiring must conform to all federal, state, and local requirements and with National Electrical Code Safety Rules. If inspection indicates that an Exhibitor has neglected to comply with these regulations, or otherwise incurs fire or safety hazards, the right is reserved to cancel, at Exhibitor expense, all or such part of the exhibit as may be in compliance. The Trump Taj Mahal Casino Resort Fire Regulations will be included in the Exhibitor Prospectus, which will be mailed to Exhibitors three months prior to the Trade Show. Exhibitors must observe all applicable regulations.

**LIABILITY AND INDEMNIFICATION (more forms to follow)** — The Exhibitor will be fully responsible for any claims, liabilities, losses, damages, or expenses, including attorneys' fees, relating to or arising out of any loss, injury, or damage to any person or property of the Exhibitor, or any other party where such injury, loss, or damage is incident to, arises out of, or is in any way connected with the Exhibitor's participating in the Trade Show or results from the acts or omissions of Exhibitor personnel. The Exhibitor shall protect, indemnify, hold harmless, and defend the Trade Show, Modern Technologies Group Inc., *Limousine Digest*, Trump Taj Mahal Casino Resort, its officers, directors, agents, or employees from and against any expenses, including attorneys' fees. In case any part of the exhibition hall is destroyed or damaged so as to prevent the Trade Show from permitting an Exhibitor to occupy assigned space during any part of the whole of the Trade Show period, or in case occupation of assigned space during any part of the whole of the Trade Show period is prevented by strikes, natural occurrence, national emergency, or other cause beyond the control of the Trade Show, then the Exhibitor will be charged for space only for the period the space was or could have been occupied by the Exhibitor; and the Exhibitor hereby waives any claim against the Trade Show, Trump Taj Mahal Casino Resort, Vista Convention Services, and their respective officers, directors, governors, agents, or employees for losses or damages which may arise in consequence of such failure.

**MUSIC LICENSING** — Exhibit or (Exhibitor) acknowledges the playing of live recorded copyrighted music at its booth and may subject it to a requirement to obtain a license or licenses from the owner of the copyrighted music so played. The Exhibitor agrees to obtain such license(s) as may be required.

**SANCTIONS FOR VIOLATIONS** — If an Exhibitor is determined by Show Management to have violated any provisions of these rules and regulations, Show Management may impose appropriate sanctions regarding current or future participation in the Trade Show. The sanctions imposed will be determined on the basis of the particular circumstances of each case, and may include the immediate closing of an exhibit without refund to the Exhibitor or the exclusion of the Exhibitor from future Trade Shows.

**SUBLETTING SPACE** — No Exhibitor may assign, sublet, or apportion his space in whole or in part, nor exhibit any products or services other than those manufactured or handled in the normal course of his business, nor permit any agent of any exhibiting firm to solicit business or take orders in his space.

**INTERPRETATION AND APPLICATION OF RULES AND REGULATIONS** — All matters and questions not specifically covered by these Rules and Regulations, as well as booth assignments, are subject to the decision of Show Management.

**NO CANCELLATION OF THIS AGREEMENT WILL BE ACCEPTED OR REFUND ISSUED AFTER SEPTEMBER 30, 2011.** Exhibitor acknowledges that they assume entire responsibility and hereby agrees to protect, defend, and hold Trade Show meeting sponsors, Show Management, convention and hotel facilities, and its employees and agents harmless against all claims, losses, and damages to persons and property, government charges and fines, and attorneys' fees arising out of or caused by Exhibitor's installation, removal, occupancy, or use of the exhibition premises or any part thereof. In addition, Exhibitor acknowledges that Trade Show meeting sponsors, Modern Technologies Group, Show Management, convention, and hotel facilities do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses to Exhibitor. Exhibitor is required to provide Show Management with proof of insurance by September 1, 2011. Failure to provide such proof/or make full payment by the requested date allows Show Management the right to withhold floor/booth space from Exhibitor.

**PERSONAL GUARANTEE** — For and in consideration of your extending credit to the above named company, I hereby personally guarantee to you the payment of any obligations of the company, and agree to bind to pay you on demand any sum which may become due to you by the company whenever the company shall fail to pay the same. It is understood that this guarantee shall be a continuing and irrevocable guaranty and indemnify for such indebtedness of the company.

**IN THE EVENT** customer fails to make the required payments and collection efforts are necessary, customer/personal guarantor will be liable for all collection costs, court costs, legal fees and post judgement interest regarding all amounts owed to Limo Digest Show or any of the company's wholly-owned subsidiaries. All parties agree to be governed by the laws of the State of NJ and the jurisdiction of the NJ Court, County of Burlington.

**WE, THE ABOVE MENTIONED COMPANY,** hereby consent to the usage of photographs or videos taken at The 2011 Limo Digest Show as promotional materials in any or all publications, advertising, direct mail, video, and the Show website for Digest Publications or The Limo Digest Show. We hereby expressly waive any claims for liability on the part of the Digest Trade Show Management, Inc., d/b/a The Limo Digest Show or Digest Publications, and agree that no claim for compensation in connection with any of these publications or promotional videos produced is due, now or in the future.

*Show Management / The Limo Digest Show*  
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Fax: (609) 953-4958