



2010 Art Fair Artist Booth Rental Agreement

Artist Name _____

Artist Category: _____

Primary Contact: _____

Phone: _____ Email: _____

Billing Address: _____

Street

City

State

Zip

Secondary Contact: _____

Phone: _____ Email: _____

Billing Address: _____

Street

City

State

Zip

The Artist agrees to:

- 1) Utilize their space to promote their business. These products or services must be offered directly by the artist. No items from other businesses can be displayed or distributed without permission from DeVos Place.
2) Provide staff to oversee your booth space during scheduled event operating hours.
3) Advertise on their website and/or other promotional materials they are participating at The Art Fair.
4) DeVos Place is not responsible for a circumstance (i.e. Acts of God, terrorism, war, etc) which forces a cancellation or postponement of the event.
5) Provide DeVos Place a comprehensive list of products and services that will be exhibited during the Art Fair.
6) Be responsible for own display, the ordering and cost of any additional items such as audio/visual equipment, telephones, Internet access, etc.
7) Be responsible for the shipment of art materials to and from the Exhibit Hall and all associated costs. Artists are responsible for set-up, teardown, staffing, drayage, packing and return shipping.

DeVos Place agrees to:

- 1) Promote the Art Fair event through select advertising mediums.
2) Provide an 8 ft. space including an 8 ft. skirted table, one wastebasket and one chair.
3) Conduct the Art Fair event on September 23-26, 2010 at the Monroe Rooms and Recital Hall in the DeVos Place Convention Center.
4) Once payment and contract has been received, an Exhibits Coordinator from DeVos Place will contact the Artist to confirm their selection, discuss additional needs; provide shipping information and exhibitor instruction forms.

Scheduled Exhibit Hall Events

Table with 3 columns: Event Name, Day, and Time. Rows include Set-up (Thursday, 10:00 am to 8:00 pm), Grand Opening (Friday, 10:00 am to 8:00 pm), Exhibit Hours (Saturday, 9:00 am to 10:00 pm), Sunday (11:00 am to 6:00 pm), and Tear Down Hours (Sunday, 6:00 pm to 10:00 pm).

Registration Deadline

Space is very limited and on a first come, first served basis. Please return your contract and fee by **August 23, 2010**.

Limited Liability

Artist agrees that DeVos Place shall not be liable for any damage caused to the artist or its property as a result of the Art Fair event. Artist further agrees that in the event of litigation over this agreement, it shall pay DeVos Place's reasonable attorney fees and costs.

Indemnification

Artist agrees to indemnify DeVos Place, hold harmless from and against all actions, suits, damages, judgments, costs, charges, expenses, attorney fees, and consequence of any liabilities, of any nature, from events arising out The Art Fair event, which are asserted against or affect DeVos Place because of artists actions or failure to act.

Cancellation

The Artist may withdraw or cancel from the event no later than August 30, 2010. DeVos Place will retain 50% of payment amount. Any cancellations after August 30, 2010 will receive no refund and full payment will be charged.

Payment

Exhibit fees are due upon registering your exhibit. Payments can be made via check or credit card. Please fill out the attached credit card authorization form. Please make all checks payable to the **Amway Grand Plaza Hotel**. Mail the contract, credit card authorization form or check to:

Grace Hill
Sales Manager
Amway Grand Plaza Hotel
187 Monroe Avenue NW
Grand Rapids, MI 49503

Artists may **fax** their contract and credit card authorization form to Grace Hill at 616-776-6496.

Booth Fees

Individual Booth Fee without Power: \$350.00 due upon signing.

Individual Booth Fee with Power: \$550.00 due upon signing.

Individual Booth Fee with Premium Package: \$850.00 due upon signing.

Premium Package includes:

- Individual Booth (8 ft skirted table, chair and wastebasket)
- Power
- Overnight accommodations for three nights at the Amway Grand Plaza Hotel
- Self parking for three nights at the Amway Grand Plaza Hotel Parking Ramp
- (1) \$50 food and beverage gift certificate redeemable at the Amway Grand Plaza Hotel

Additional Booth Options:

- In-booth Catering (Complete list and pricing attached).
- Bag Lunch - \$15.00 each; Quantity _____
(Delivered each day at 11:30am)

Total Due: \$ _____

Rules, Regulations and General Information

1. Whenever possible, space assignment will be made by DeVos Place in keeping with the desires of the Artist. However, final determination of space assignment is reserved by DeVos Place, and assignments may be made or changed anytime in the best interest of the show as determined by DeVos Place
2. In the event that the Artist fails to complete payment, violates the contract, or withdraws from the show, DeVos Place shall retain all deposit money. All uncollectable checks will be subject to a \$75 service charge. Any artist who does not fulfill all financial obligations to DeVos Place, shall be responsible for any and all recovery fees incurred by DeVos Place.
3. If payments are not made on a timely basis, DeVos Place shall have the right to do one of the following: a) terminate the contract; b) reduce size of exhibit space; c) collect the contracted amount. A Late fee of \$25 will be charged for space not fully paid 30 days before the show.
4. Exhibit shall be dignified in character and, in the judgment of DeVos Place, no offensive to the general public. DeVos Place reserves the right, in its sole discretion, to reject and/or remove any exhibit or portion of exhibit not in keeping with this rule or purpose of the expo.
5. Artist is required to have the exhibit space manned during all event hours open to the public.
6. Artist agrees that no display will be dismantled or goods removed during the entire run of the event with display remaining intact until the end of the final closing hour of the final event day. If the Artist removes any part of its exhibit prior to closing of the event, on the last day of the event, it shall be liable for liquidated damages in the amount of \$500 or more for disrupting or defacing DeVos Place prior to official closure. Any legal fees incurred will be at an additional cost to the exhibitor.
7. The installation of exhibits shall be completed according to the schedule established by DeVos Place and must be complete and ready by opening day. Moving of exhibits after the opening of the event is not permitted. Exhibits shall be maintained intact and attended during all regular show hours. Exhibits shall be installed, maintained and removed in the safest manner possible.
8. Loud speakers, radios, television sets, or the operation of any machinery or equipment that, in the opinion of DeVos Place, is of sufficient volume as to be annoying to the neighboring artists, shall not be permitted.
9. Except with the permission of DeVos Place, all signs shall remain within the Artist's space, and must be designed and constructed so as not to detract from adjacent exhibits.
10. The Artist must confine all sales activities to the limits of its own booth. Any advertising that is of an objectionable or undignified character and all helium-filled balloons will not be permitted. All sales taxes are obligation of the Artist.
11. Artists may install, or have installed at their own expense, special signs, display counters, shelving or similar items, not to exceed eight feet in height at rear of booth plus, with DeVos Place's permission, a maximum of two feet for sign. The sides of any such displays exceeding four feet in height may not extend toward the aisle more than one-half the depth. The backside of any display extending above the side or back dividers must be covered to the satisfaction of DeVos Place and the Amway Hotel Corporation. Bulk exhibit space shall have no dividers, except with approval from DeVos Place and the Amway Hotel Corporation.
12. Explosives and inflammable materials, which conflict with the insurance underwriting or Fire Department, must be excluded. The City Fire Department prohibits the use of paper, crepe paper, or corrugated papers and cardboard that has not been flame proofed for decoration of artists' booths.
13. DeVos Place license all concessions: therefore, no food or refreshments can be dispensed without the written consent of DeVos Place.
14. Rules published by the owner or operator of the building or facility in which the expo is located are incorporated herein by reference and made a part hereof. Such rules will be distributed upon request.
15. Exhibits must be removed within designated move-out hours, or as otherwise directed by DeVos Place. Exhibits will not be permitted to leave the facility at any time after installation until the final closing of the show, unless special permission in writing is obtained from DeVos Place.
16. Artists will have 24 hours to remove all of their exhibits out of DeVos Place. After the 24 hour grace period, any items unclaimed from DeVos Place will be disposed of. Artists shall not take legal action against DeVos Place.
17. DeVos Place shall have full power to interpret these rules and regulations. Whatever these rules do not cover, Management reserves the right to make such rulings as may appear to be in the best interest of the Event, and the Artist agrees to accept and abide by such rulings.
18. No subletting of space is permitted. If the artist exhibits items of a fraudulent nature, penalties and fines will occur. Only items listed in products or services to be exhibited will be allowed in your exhibit.
19. Above Rules and Regulations is part of this ARTIST CONTRACT.

Exhibit Request Form

Please indicate the exhibit type you will be bringing:

Pop-Up Display (portable display booth). **NO** Table Needed. Size of Display: _____

Pop-Up Display (portable display booth). Please provide a table for me. Size of Display: _____

Table Top Display Only

Other Exhibit Type: If your exhibit space requirements are different than the above standard exhibits, please include a diagram with your registration forms and indicate the approximate dimensions.

Will you require an electrical outlet? Yes No

Optional Items: If your exhibit requires additional items such as audio/visual equipment, telephones, or Internet access, please indicate your requirements below. Once you have registered, an Exhibits Coordinator from DeVos Place will contact you to discuss the details of your booth, exhibit and assist with any specific needs. I will need the following additional items for its exhibit space:

Description: Please provide a written description of your artwork and/or services in 100 words or less.

Space is limited. Please complete and submit your Artist Contract and Exhibit Request Form no later than August 23, 2010. For questions regarding the contract and/or exhibit request form, please contact Grace Hill at 616-776-6855 or ghill@amwaygrand.com. Complete the enclosed Artist Contract and Exhibit Request Form and mail to:

Grace Hill
Sales Manager
Amway Grand Plaza Hotel
187 Monroe NW
Grand Rapids, MI 49503