



EXHIBIT SPACE CONTRACT

International Convention of Allied Sportfishing Trades
 Las Vegas Convention Center • Las Vegas, Nevada
 July 14-16, 2010



Please assign exhibit space for the following company. We understand that this application becomes a contract when signed by us and accepted by ASA. Applications will not be considered unless accompanied by the applicable fee and signed by an authorized representative of the company. We further agree to abide by the terms, conditions and regulations on the front and back of this form and as published in the Exhibitor's Service Manual.

Company _____ **Contact** _____

Address _____

City, State, Zip _____

Telephone _____ **Fax** _____

Web Site _____ **E-mail** _____

ICAST 2010 exhibitors who have submitted their application with a 50% deposit will have first option on space for ICAST 2010 based on seniority until September 15, 2009, with the exception of companies participating in the booth lottery. After this date, space will be assigned in the order the applications are received.

Please list **six** booth choices by preference. In the event that the spaces requested are unavailable, ASA reserves the right to assign alternate comparable space. Selected locations must be scattered. Do not list adjacent locations.

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

Requested booth size is _____ ft. x _____ ft., consisting of _____ total number of booths. Number of corners _____

We would like to be located near _____

We would rather not be located near _____

Type of products to be displayed _____

TERMS & CONDITIONS:

All exhibitors must be ASA members in good standing, with current year's dues, show fees and directory ads paid in full.

The member is granted use of exhibit space conforming to the 2010 floor plan for the purpose of displaying sportfishing products and related services, which conforms to ASA Regulations and Conditions of the Contract as shown on the reverse side and as published in the Exhibitor's Service Manual. Exceptions allowing non-conforming merchandise must be approved in writing by ASA. Subletting of exhibit space is not permitted, which includes renting, sharing, donating or in any way allowing another company/person to display or advertise. Each exhibitor agrees to provide carpeting for their assigned exhibit space.

The terms of the Contract and regulations and conditions of the trade show were formulated in the mutual interest of the member, the exhibition facility, and ASA. Points not covered are subject to the decision of ASA which reserves the right to make any changes in the best interest of the show including such modifications as may be necessary to adjust the floor plan to meet the needs of the show and its exhibitors. The member agrees to comply with this Contract and the regulations and conditions set forth by ASA.

ASA reserves the right to reject any applications and to cancel space at any time during the show for failure to conform to rules and regulations.

PAYMENT:

A 50% deposit must accompany the application with the balance due February 2, 2010. After this date, payment in full must accompany all space applications. The booth rental fee schedule is shown on the reverse side and illustrates quantity discounts. An additional fee of \$200 applies to each booth corner on two aisles. The booth fee includes booth drapery and identification sign for linear booths only (not island spaces); one night booth carpet cleaning (Tuesday night); aisle carpeting; perimeter security and general decorations in the exhibit area. Note that registration fee for show badge is NOT included.

CANCELLATIONS:

Cancellations before February 2, 2010 will result in forfeiture of 50% of the total booth fee; cancellations after this date will result in the forfeiture of the total booth fee. Notice of cancellations must be submitted in writing.

If the show must be canceled for any reason, ASA's damages will be limited to the return of the booth rental fee. This Contract will be interpreted under the laws of the Commonwealth of Virginia.

PAYMENT INFORMATION

Amount _____ Check/Credit Card # _____ Exp _____ CVC Code _____

Exhibitor/Authorized Signature: _____ Date: _____

FOR STAFF USE ONLY

Booth Size _____ Corners _____ Booth Assigned _____ Total Booth Fee: _____

Payment Date _____ Amount _____ Check/Credit Card # _____ Exp _____

Payment Date _____ Amount _____ Check/Credit Card # _____ Exp _____

Contract Accepted by _____ Date Received _____ W-ASA

AMERICAN SPORTFISHING ASSOCIATION

ICAST 2010 BOOTH FEE SCHEDULE

Las Vegas Convention Center • Las Vegas, Nevada

July 14-16, 2010

Number of 10 x 10 booths	Total Square Feet	Space Cost per square foot	Total (US Dollars)
1	100	\$14.00	\$1,400
2	200	\$14.00	\$2,800
3	300	\$14.00	\$4,200
4	400	\$14.00	\$5,600
5	500	\$14.00	\$7,000
6	600	\$13.88	\$8,300
7	700	\$13.86	\$9,700
8	800	\$13.82	\$11,050
9	900	\$13.79	\$12,400
10	1,000	\$13.75	\$13,800
11	1,100	\$13.70	\$15,100
12	1,200	\$13.65	\$16,400
13	1,300	\$13.60	\$17,700
14	1,400	\$13.55	\$19,000
15	1,500	\$13.52	\$20,300
16	1,600	\$13.50	\$21,600
17	1,700	\$13.47	\$22,900
18	1,800	\$13.44	\$24,200
19	1,900	\$13.40	\$25,450
20	2,000	\$13.37	\$26,700
21	2,100	\$13.34	\$28,000
22	2,200	\$13.33	\$29,330
23	2,300	\$13.30	\$30,590
24	2,400	\$13.29	\$31,900
25	2,500	\$13.28	\$33,200
26	2,600	\$13.27	\$34,500
27	2,700	\$13.26	\$35,800
28	2,800	\$13.25	\$37,100
29	2,900	\$13.24	\$38,400
30	3,000	\$13.20	\$39,600
31	3,100	\$13.18	\$40,860
32	3,200	\$13.15	\$42,100
33	3,300	\$13.13	\$43,300
34	3,400	\$13.12	\$44,600
35	3,500	\$13.10	\$45,900
36	3,600	\$13.06	\$47,000
37	3,700	\$13.00	\$48,100
38	3,800	\$12.97	\$49,300
39	3,900	\$12.96	\$50,500
40	4,000	\$12.95	\$51,800
41	4,100	\$12.93	\$53,000
42	4,200	\$12.89	\$54,100
43	4,300	\$12.86	\$55,300
44	4,400	\$12.84	\$56,500
45	4,500	\$12.80	\$57,600
46	4,600	\$12.79	\$58,800
47	4,700	\$12.77	\$60,000
48	4,800	\$12.75	\$61,200
49	4,900	\$12.73	\$62,400
50	5,000	\$12.70	\$63,500

*More than 50 booths will be billed at the 50 booth rate.

An additional \$200 applies to each corner on two aisles. Note that registration fee for show badge is NOT included.

Show management reserves the right to determine the eligibility of any company or product for inclusion in the show. Exhibitors may not exhibit merchandise other than those of the exhibiting company's specified in this application.

At least 75% of an exhibitor's total booth space must be devoted to the following products and those normally needed on a fishing trip: domestic tackle, imported tackle, fishing and hunting clothes, boots and waders, insulated clothing, boat cushions, boat fenders and bumpers, boat umbers, life preservers, paddles and oars, skiff anchors, fishing thermometers, car top boats and canoes, fishing boats, waterproof products for fabric and leather, ice augers, depth locators, marine cordage, electrical and internal combustion motors; also camping equipment such as tents, pop-up camping trailers, sleeping bags, cots, coolers, commodes, compasses, insect repellents, snake bite kits, first aid kits, lanterns, binoculars, flashlights, portable heaters and stoves, hand-type barometers, knapsacks, backpacking equipment, archery products, arms, ammunition, re-loaders and hunting accessories.

Products not normally sold in a sporting goods store must represent fish or fishing in some way. Products not listed above are subject to Show Committee findings, based on their normal necessity to a fishing trip and their normal distribution through sporting goods stores.

No equipment of any kind (including all types of guns, archery, slingshots, spears, etc.) may be loaded or discharged in the exhibit area or hotels. Firearms must be made inoperable. No live firearm ammunition is allowed in exhibition facility. No equipment may be operated requiring explosive liquids or gases. No explosive or inflammable materials are allowed on exhibition facility premises. Noise-making, sound-projecting equipment or hazardous exhibits or displays may not be operated without advance approval of ASA.

Please refer to the ICAST Exhibitor Service Manual for details on exhibit rules and regulations.

Exhibitor agrees to protect, save and keep ASA, the general contractor and the exhibition facility forever harmless from any damage, injury, loss, theft, or charges imposed for violation of the law or ordinance, whether occasioned by the negligence of the exhibitor or those holding under the exhibitor, as well as to strictly comply with the applicable terms and conditions contained in the agreement between the exhibition facility and ASA regarding the exhibitions premises. And further, exhibitor shall at all times protect, indemnify, save and keep harmless ASA and the exhibition facility against and from any and all losses, cost damage, liability, or expense arising from or out of or by reason of any accident or other occurrence to anyone, including the exhibitor, its agents, employees and business invitees, which arises from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises or part thereof.

ASA shall have no liability whatsoever for any matter resulting from strikes, lockouts, fire, acts of terrorism or war or other acts of God.

AMERICAN SPORTFISHING ASSOCIATION

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