



International Cake Exploration Soci  
 44th Annual Convention and Show
 Little Rock, Arkansas
 July 18-21, 2019
Discover the Treasures of ICES

VENDOR/EXHIBITOR APPLICATION and CONTRACT FOR BOOTH SPACE and ADVERTISING

Company Name: _____ Contact Person: _____
 Street Address: _____ Phone Number: _____
 City, State, Country, Zip: _____ Fax Number: _____
 Email: _____ On site contact: _____
 Booth Signage (7"x44"): _____ Website: _____
 Product/Service to be sold/exhibited: _____

Booth Selection and Vendor Showcase table space		# of Vendor Badges per booth	Quantity	Cost	Total
Corner	Booth #(s)	2	X	\$ 700	= \$
Standard	Booth #(s)	2	X	\$ 600	= \$
Additional Standard	Booth #(s)	2	X	\$ 550	= \$
Half Booth	Booth # (see restrictions in rules & provisions)	2	X	\$ 300	= \$
Additional Vendor Badges			X	\$ 25	= \$
Vendor Showcase Table	24" x 30" table space to showcase your product at the front of the vendor area		X	\$ 20	= \$
Booth totals					\$

Advertising Options – coupons will be printed in black, all other ads will be full color.

Vendor Coupons	Black print on colored paper, print area is 7 1/2" w x 2 1/2" t		X	\$50	= \$
Souvenir Book Ads Cover	Finished print size 7"x10" _____ Inside front _____ Inside Back _____ Outside Back		X	\$400	= \$
Full page	Finished print size 7"x10"		X	\$300	= \$
1/2 page	Finished print size 3.5"x 5"		X	\$200	= \$
1/4 page	Finished print size 1.75"x 2.5"		X	\$160	= \$
Business Card	Finished print size 1.75"x 2.5"	1	X	\$FREE	+ 0.00
Advertising totals				\$	= \$
Select one option: <input type="checkbox"/> I am selecting the payment plan option. <input type="checkbox"/> I will pay the total amount due upon signing this contract.				Total amount due	\$

Method of payment in US funds only: Check # _____ payable to 2019 AR ICES AMEX Visa MasterCard Discover Cash \$ _____

Credit Card # _____ Full Name on Card _____

Billing Address _____ City _____ ST _____ ZIP _____

3 Digit Security Code _____ Exp Date _____ Authorized card user signature _____

By providing an authorized card user signature, you are authorizing 2019 AR ICES to process all charges necessary to collect the total amount due as agreed to upon signing this contract. All service charges and fees incurred by 2019 AR ICES as a result of returned checks, cancelled credit cards or any other reason beyond normal credit card processing fees must be paid by the contracting vendor/exhibitor to 2019 AR ICES within 15 calendar days of being notified of the imposed fee.

All applicants must sign below. The original copy of this application shall be retained by the vendor chairman and a copy will be provided to the vendor. This contract, its provisions and rules governing the 2019 AR ICES Convention and Show shall be binding to the parties herein upon acceptance by the 2019 AR ICES Convention and Show committee. I hereby acknowledge receipt of a copy of said documents and will hereby abide by them.

_____ Food samples will be available at our booth. I acknowledge I have received information about the venue policy regarding food and beverage samples.
 Emergency contact information: Name _____ Phone _____

Applicant's Signature _____ **Date** _____

This section is to be completed by the show committee chairman

Date received _____ Approved & accepted _____ Yes _____ No _____ TOTAL PAID \$ _____ BALANCE DUE \$ _____

Original Purchase _____ Supplement Purchase _____ Monthly payment \$ _____

Vendor Chairman Signature _____ Date Processed _____

Vendor Relations Chairman		Vendor Schedule	
Sue Blume		*All hours subject to change*	
	Thursday (Optional if requested)	Move in & Set-up:	12 pm – 5:00 pm
20727 Atascocita Shores Dr		Friday	Move in & Set-up: 8 am – 4 pm
Humble, TX 77346			Vendor Social: 5 pm – 6 pm
Vendors2019@ices.org			Grand Opening: 6 pm – 9 pm
(832) 492-4380			
	Saturday	Booth prep:	8 am – 9 am
		Sales hours:	9 am – 5 pm
Vendor Relations Assistant			
Helen Osteen			
2502 Esther Ave		Sunday	Booth prep: 9 am – 10 am
Pasadena, TX 77502			Sales hours: 10 am – 5 pm
Vendors2019@ices.org			Breakdown: 5 pm – 7pm
(713) 204-3218			
Attendees will not be allowed to enter the vendor area during the final 15 minutes prior to closing each day			
Show Directors		Loading dock access will be available only on Thursday-Friday.	
Dorothy Saulnier	Deb Bashaw	Early breakdown will result in loss of seniority for all purposes.	
Directors2019@ices.org		Security coverage will be 24 hrs/day Thursday 8am-Sunday 5pm	

VENDOR CONTRACT PROVISIONS, RULES AND REGULATIONS

1. BOOTH INCLUSIONS AND RESTRICTIONS

- a) Each full booth includes one 10' x 10' space with draped backdrop, side rails, one 8' x 30" skirted table, two chairs, one wastebasket, one sign and two vendor badges. Additional badges may be purchased for \$25 each. All other furnishings, equipment, electricity and Wi-Fi will be the responsibility of the vendor.
- b) Each half booth includes one 8' x 30" skirted table, one chair, one wastebasket, one sign and 2 vendor badges. This is a single booth option; it cannot be combined with any other option. Availability is limited. Must be paid for at time of purchase. Payment plan is not available.
- c) Each vendor will receive a business card sized ad in the souvenir book
- d) Use of exhibit space will be restricted to products and services that closely align with the interest of the International Cake Exploration Society, its members and attendees. The prevailing theme of exhibit space at the ICES Convention and Show must be associated with baking, cake decorating and the sugar art industry.
- e) All exhibits, demonstrations and other activities by a vendor shall be confined to their booth(s), unless approved by the Show Directors. No vendor shall assign, sublet or share any part of the allotted booth space. Any activity, exhibit or portion thereof which, in the judgment of the Show Directors, is unethical, in bad taste, annoying or otherwise offensive to attendees, vendors, the Convention and Show or the industry is prohibited.
- f) No alcoholic beverages or unlawful substances will be allowed in the booths or exhibit area at any time.
- g) If providing samples of edible items, the vendor must apply for permission from the Convention Center through the Show, if required.
- h) The Show Directors reserve the right to shift space assignments after the contract has been signed, if necessary.
- i) All exhibit set-up and breakdown must be completed within the hours shown in the Vendor Schedule section of this contract.
- j) The Vendor will abide by all provisions and rules of this contract, all governmental regulations and all rules and requirements of associated venues and service providers.

2. VENDOR SHOWCASE TABLE SPACE

- a) A 24"x30" space may be purchased as a secondary location for you to promote your products and services. It is meant only as a means of promoting interest in a particular item or two and drawing attendees to your booth. Sales transactions are not allowed at the showcase table.
- b) ICES will provide Do Not Touch signs. Vendors are encouraged to use empty product boxes and inexpensive display items for this space. You are not required to oversee your showcase table space, however; ICES will not be held liable for damage to or theft of items displayed on the Vendor Showcase tables. ICES will provide a volunteer attendee in the showcase area when possible but will not guarantee the presence of a volunteer.

3. ADMISSIONS and REGISTRATION

- a) Your contract shows the number of vendor badges you are eligible for based on the number of booths you have purchased.
- b) Vendors may purchase Demonstration & HOC Class tickets at the Public rate.
- c) For security purposes, we strongly encourage each vendor to provide each person working in your booth a visible means of identification related to your company/brand (ex: company logo t-shirt or apron).
- d) Vendors may purchase tickets for meals during the registration process.
- e) Vendors and their representatives must wear their show issued badge at all times while on the vendor floor. The badges are issued for your protection and identification. They must NOT be loaned or given to any other person(s). Violators will be barred from the premises. All persons entering the vendor area will be required to comply with the rules and regulations of the Convention and Show.
- f) Attendees will not be allowed to enter the vendor area during the final 15 minutes prior to closing each day. Vendors are expected to finalize all transactions in a timely manner to allow security personnel to clear the room.

4. ADVERTISING and SPONSORSHIP

- a) All sponsorship levels require separate donations. Amounts of various sponsorship levels will not be added together to reach a higher level.
- b) Your high-resolution ad and sponsorship artwork should have a ¼" bleed for the printer to work with for layout purposes. The deadline for artwork submission is May 20, 2019 to ensure your artwork is included where appropriate. If the vendor prefers to supply their own sponsorship signage, it must be approved for use by the Show Directors.
- c) By purchasing any quantity of booths, showcase table space, advertising or sponsorship, you authorize the use of your company name and logo, at the discretion of the Show Directors, for the purpose of promoting the Convention and Show with no expectation of compensation. A link to your company website will be created when used on the Convention and Show website, ICES website, social media and any other use where a link would be appropriate.
- d) Vendors are encouraged to use the Convention and Show logo and the ICES logo to promote their presence at the show. Both logos are available through the Vendor Relations Committee.
- e) Coupon books will be printed on colored paper with all black print and will be given to each registered attendee in their hospitality bag. Vendors may purchase multiple coupon book pages. Each coupon can have an expiration date as late as July 1, 2020. The actual size of the coupon will be 7 ½" long x 2 ½" tall.
- f) Advertising space in the souvenir book will be limited. We encourage you to purchase your most desired ad spaces as soon as possible. All souvenir book ads will be printed in full color. Finished print sizes are shown on the contract page and require a ¼" bleed (area in addition to the finished print size) for best printing results.

5. PAYMENT and CANCELLATION POLICY

- a) The payment plan is available for purchases of the following items: Corner booth(s), standard full booth(s), coupons, souvenir book advertising space and vendor showcase table space.
- b) Half booth and sponsorship purchases are not eligible for discounts.
- c) Sponsorship commitment and payments will be documented and calculated on a separate form.
- d) Payment for all contracted items (booth space, showcase table space, advertising, coupons and any other items agreed to by the vendor and Show Directors) may be made in full at the time of signing the contract or by selecting the payment plan option. If the payment plan is selected, the following procedure will be followed:
 - 1. 25% of the total amount due for all items will be required at the time of signing the contract.
 - 2. Monthly payments will be processed on the 1st of each month with the credit card information on file or by depositing pre-issued checks from the vendor for all payments as calculated.
 - 3. Monthly payments will be calculated by dividing the balance due by the number of months remaining up to the end of the calendar month prior to the start of the Convention and Show. (ex: if the Convention and Show begins on August 5th, the last payment will be due on the 1st of July.)
- e) All service charges and fees incurred by the 2019 Arkansas ICES Convention and Show as a result of returned checks, cancelled credit cards or any other reason beyond normal credit card processing fees must be paid by the contracting vendor/exhibitor to 2019 Arkansas ICES Convention and Show within 15 calendar days of being notified of the imposed fee.
- f) **Cancellation of any portion of the contracted items will result in forfeiture of all funds paid.** The cancelling vendor will relinquish all rights to the cancelled items. Refunds will not be given.
- g) ICES, the Show Directors, the cooperating local association(s) and their officers, directors, committees, agents and employees will not be liable for failure to hold the Convention & Show as scheduled. Payments for booth space will be returned in that event, except that any actual expense incurred in connection with the Show will be deducted if the Show is cancelled after the time specified for payment of the balance of the cost of assigned space, due to any event, law or regulation which makes it impossible or impracticable to hold the Show.

6. HANDLING AND STORAGE

The Convention Center will not accept or store exhibit materials or empty crates. For a predetermined charge Tex Expo will accept and store non-perishable items. Tex Expo will transfer those items to the convention center for you. Upon receipt of your contract, your name will be passed on to Tex Expo and in turn they will contact you with prices and information.

7. LIABILITIES

For the purpose of this contract and provisions, the term "ICES Parties" shall refer to ICES, it's officers, directors and representatives, the cooperating venues, hotels, local associations and their officers, directors and representatives. The Vendor agrees that the ICES Parties:

1. Will not be held responsible for any damage to or the loss or destruction of Vendor's property, or injuries to the Vendor, their representatives, agents, or employees; all claims for such loss, damage, destruction or injury, being expressly waived by the Vendor.
2. Will be indemnified and held harmless by the Vendor for any claims for injury to any of Vendor's representatives, agents, or employees and for any claims by other persons for injury, loss or damage caused in whole or in part by the Vendor or its representatives or employees. Each Vendor should carry an insurance rider policy to cover exhibits and samples against destruction, loss and/or damages. Third party and liability coverage should be discussed with your insurance broker.
3. The vendor affirms to the ICES Parties that no materials used in connection with the Vendor's exhibit violate the intellectual property rights, whether in patent, trademark, copyright or otherwise ("IP Rights") of any other party. Vendor releases the ICES Parties from any and all claims for injury, loss or damages caused by or relating to any claims that any other party has violated Vendor's IP Rights. Vendor releases the ICES Parties from any and all obligations for or liability relating to policing or determining whether any materials used by any vendor violate any of Vendor's IP Rights. Vendor releases the ICES Parties from any and all obligations for and liability relating to failing to take any action to prevent the infringement or violation of any of Vendor's IP Rights and releases the ICES Parties from any and all claims of contributory infringement as to any of Vendor's IP Rights. Vendor further agrees that although the ICES Parties shall not have any obligation for or liability relating to determining if any infringement or violation of any party's IP Rights has occurred, or any obligation for or liability relating to failing to prevent or protect any party from damages for infringement or violation of such party's IP Rights, Vendor releases the ICES Parties from any and all actions it may take relating to excluding Vendor from exhibiting at or participating at the Show in connection with any claim(s) that Vendor's materials violate the IP Rights of any party.
4. Any and all sales tax required to be collected by any local, state and/or federal government agency will be the sole responsibility of each vendor. Sales Tax permits must be submitted along with the applicable tax payment to the government entity by each individual ICES vendor. Vendors will not be required to provide sales records to ICES Show Management as a condition of this contract. Any Vendor who does not comply with local, state or federal tax laws will be considered to be in violation of ICES policy and will not be allowed to participate in future shows until proof of compliance is provided to ICES.

SECURITY

Security will be provided in the vendor area as shown in the vendor schedule portion of this contract. We strongly recommend that each vendor schedule an employee to be present at the booth during all set-up, booth prep and sales hours.