



August 5, 2008

Dear Boston Gift Show Exhibitor:

On behalf of everyone here at Urban Expositions, we are very excited about our recent acquisition of the Boston Gift Show. We look forward to partnering with you to further strengthen its position as New England's leading temporary gift and souvenir trade show.

At Urban, our focus has always been on regional markets. For each of our shows, we work hard to bring the best possible mix of product and services together to create a convenient, relaxed and cost-effective environment that caters to the specialized needs of the respective region's retailers, sales representatives and manufacturers.

You can be assured that we will bring this same level of commitment and service to the Boston Gift Show. On the exhibit side, we're already working on ways to fine-tune and expand the show's product offerings. Calling upon our proven track record and established relationships in the souvenir and resort industry, we plan to expand and build this particular section of the show. We will also tap into the growth potential we see in the current *Made in New England* section, as well as other categories of the show. In addition, we will be reaching out to all of the region's strong sales representative agencies to secure their participation and support of the show.

On the buyer side, we will blanket the region's marketplace with promotional messages about the exciting new plans we have for the show. We believe that the new product growth areas we have identified, combined with many of the show's existing programs and promotions, promise to attract the interest and attendance of current *and* new buyers throughout New England.

This is just a sampling of some of the exciting new changes and developments we're working on for the March 2009 show and beyond. We look forward to building upon our partnership with GLM and working closely with their wonderful show team to insure a smooth, seamless transition.

Most important, we look forward to working with you. We welcome any ideas or suggestions you might have for ways we can continue to produce a show that effectively meets your needs. We welcome you to review the enclosed show information. If you have any questions or comments, please contact Erica Guess, Show Manager, at 800-318-2238 ext. 347 or email at eguess@urban-expo.com

Sincerely,

Doug Miller
President
Urban Expositions

BOSTON GIFT & SOUVENIR SHOW

MARCH 28-31, 2009 ~ BOSTON, MA
BOSTON CONVENTION & EXHIBITION CENTER, HALL C

NEW DIRECTION FOR NEW ENGLAND

NEW MANAGEMENT, NEW OPPORTUNITIES:

Urban Expositions has acquired the Boston Gift Show from GLM®, a dmj world media business. At Urban, our focus has always been on regional markets. For each of our shows, we work hard to bring the best possible mix of product and services together to create a convenient, relaxed and cost-effective environment that caters to the specialized needs of the respective region's retailers, sales representative and manufacturers. You can be assured that we will bring this same level of commitment and service to the Boston Gift Show.

NEW RESOURCES:

As New England's premier gift and decorative accessory event, the Boston Gift & Souvenir Show is well positioned for future growth. Urban Expositions will tap into this growth potential to build on the show's strong categories:

- **Gifts & Souvenirs, Etc.**

Calling our proven track record and established relationships in the souvenir and resort industry, we plan to significantly increase the **souvenir** resources the show has to offer. These items will join countless others in this large and diverse section, which is already home to manufacturers and multi-line rep groups showcasing **collectibles, ceramics, giftware, toys, party goods, premiums, seasonal merchandise, home décor, gourmet foods, personal accessories, jewelry and more!**

- **Made in New England**

Look for new growth in this focused presentation of locally produced talents as well. A strong draw for the show, this section features distinctive **giftware and specialty foods** unique to the region.

- **Handmade**

(Juried Section) **Featuring international and domestic artists, designers and manufacturers of handmade merchandise**, including functional and decorative accessories, fashion accessories and jewelry, plus an array of other unique craft objects.

QUICK FACTS

WHERE:

Boston Convention & Exhibition Center, Hall C
Boston, MA

WHEN:

March 28 - 31, 2009

EXHIBITOR MOVE IN:

Thursday, March 26
Friday, March 27

SHOW HOURS:

Saturday, March 28 -
Monday, March 30:
10 AM - 6 PM
Tuesday, March 31:
10 AM - 2 PM

BOOTH PACKAGE:

Gifts, Souvenirs, Etc. & Made In New England Sections,

\$1,610 per 10' x 10' booth*

8' perimeter draped walls, booth I.D. sign, free directory listing, free invitations and stickers, free on-site drayage, folding chair and wastebasket, free WI-FI service

Handmade Section,

\$1,650 per 10' x 10' booth*

All of the above, plus booth carpet & (1) 500 watt outlet

*Corner Premium \$150 (2 booth minimum)

MORE INFORMATION:

Contact **Erica Guess** at 800.318.2238, ext. 347 or email

eguess@urban-expo.com
or visit www.bostongiftshow.com

**Owned & Produced by
Urban Expositions:**

www.urban-expo.com
678.285.3976

BOSTON GIFT & SOUVENIR SHOW

**MARCH 28-31, 2009 ~ BOSTON, MA
BOSTON CONVENTION & EXHIBITION CENTER, HALL C**

NEW BUSINESS:

We will blanket the region's marketplace with promotional messages about the exciting new plans we have for the show. These new product growth areas, combined with many of the show's existing programs and promotions, promise to attract the interest and attendance of independent retailers from Massachusetts, Connecticut, Maine, New Hampshire, Rhode Island, Vermont, and upstate New York, including:

- **Gift, Novelty & Souvenir Stores**
- **Beach & Surf Shops**
- **Card & Specialty Stores**
- **Home Furnishings & Accessories Stores**
- **Specialty Food Stores**
- **Department & Chain Stores**
- **Mail Order Catalogs**
- **Lawn, Garden & Florists**
- **Museums, Zoos & Aquariums**
- **Fashion Accessory Stores**
- **Book Stores**
- **And Much More!**

YOUR MARKETING PARTNER:

As your marketing partner, Urban Expositions will launch an aggressive marketing campaign targeting retailers throughout New England.

Some of these tactics include:

- Multi-level direct mail campaign
- Advertising in leading gift, souvenir and accessory trade publications
- Telemarketing and broadcast email campaigns
- A publicity campaign designed to general advance press coverage in key trade publications
- Free exhibitor support materials, including postcards, stickers and PR assistance
- Advance buyer registration and more

FABULOUS FACILITY:

Situated in the Seaport District, just minutes away from hotels, a variety of restaurants, city sights and landmarks, the Boston Convention & Exhibition Center (BCEC) offers the perfect facility for New England's premier gift and decorative accessory event. A perfect drive-in of fly-in location, the center is just 8 minutes from Logan International Airport and has wonderful features including:

- 100,000 square feet of exhibit space
- High ceilings flooded with natural lighting
- Covered loading docks easily accessed by a private road
- Exhibitor friendly work rules
- Valet and on-site parking

urban
EXPOSITIONS

The Boston Gift Show is newly owned & produced by Urban Expositions.
1690 Roberts Blvd., NW
Suite 111
Kennesaw, GA 30144
678.285.3976

Boston Gift & Souvenir Show

Produced by
Urban Expositions, LLC

BOSTON GIFT & SOUVENIR SHOW

March 28-31, 2009

BOSTON CONVENTION & EXHIBITION CENTER – HALL C

Official Contract for Exhibit Space

1. CONTACT INFORMATION:

Firm: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Phone: _____ Fax: _____ CELL: _____

Email: _____

Website: _____

2. BILLING INFORMATION (IF DIFFERENT FROM ABOVE):

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

3. EXHIBIT SPACE: Number Of booth (s) requested _____

1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____

Section: Gift, Souvenir, Etc. Made In New England Handmade

I would like to be beside or near the following companies: _____

I do not wish to be near the following companies: _____

PRODUCT DESCRIPTION FOR BOOTH PLACEMENT: _____

Multiple Space Discounts: 4% - 3-5 booths/ 8% - 6-11 booths/12% - 12 booths or more

4. PRICING PACKAGE: All Divisions - Corner Premium - \$150.00 – Two Booth minimum

All division except Handmade

Cost: \$ 1,610.00 per 10' x10' booth.

Booth Package: 8' Perimeter Draped Walls, Booth I.D. Sign, Free Directory Listing, Free invitations and Stickers, Free On-Site Drayage, Folding chair, Wastebasket, Free Wi-Fi Service

Handmade: \$1,650.00 per 10x10 booth

Booth Package: 8' Perimeter Draped Walls, Booth I.D. Sign, Free Directory Listing, Free invitations and Stickers, Free On-Site Drayage, Folding chair, Wastebasket, Free Wi-Fi Service, Booth Carpet, (1) 500 watt outlet

5. PAYMENT SCHEDULE:

Deposit (50%): Due October 1, 2008 / **Final payment:** Due January 5, 2009

Full payment due with contracts submitted after January 5, 2009.

Mail payments to: 1690 Roberts Blvd. NW, Suite 111, Kennesaw GA 30144.

Please make checks payable to Urban Expositions.

A cancellation fee of 50% of the total exhibit space will be applied for cancellations 90 days or more prior to the show opening. A cancellation fee of 100% of the total exhibit space will be applied for cancellations less than 90 days prior to the show. Exhibit space assignment cannot be made without the required payment. Exhibit space reservation cannot be guaranteed if payment schedule is not maintained.

By signing this agreement the exhibitor agrees to receive fax and e-mail correspondence from Urban Expositions.

Signature: _____

Date: _____

PLEASE RETURN THIS CONTRACT TO Erica Guess at:

FAX: 678-285-7469

MAIL: 1690 Roberts Blvd, NW Suite 111, Kennesaw GA 30144

EMAIL: eguess@urban-expo.com

Phone: 678-370-0347 or 800-318-2238 ext 347

TERMS AND CONDITIONS

1. **CONTRACT:** This Application, Properly Executed by applicant (Exhibitor), shall, upon written acceptance by Urban Expositions, LLC (herein after called Show Management), constitutes a valid and binding contract.
2. **ASSIGNMENT OF SPACE:** It is understood by Exhibitor that space will be assigned to Exhibitor by Show Management at Show Management's sole discretion. Notification of space assignment shall be mailed to Exhibitor. After assignment, space location may not be changed, transferred or canceled except on written request and with the subsequent written approval of Show Management. Space assignments may be revoked or changed by Show Management if Exhibitor fails to meet payment deadlines. The size and location of Exhibitor's space may, at Show Management's election, differ from show to show. Notwithstanding and aforementioned, Show Management reserves the right to relocate Exhibitor. Show Management will make every effort by phone, fax and mail to notify Exhibitor of such relocation. Show Management assumes no responsibility whatsoever for exhibitor's goods, products or fixtures before, during or after the show.

In assigning exhibit space, Show Management shall carefully consider and at its sole discretion weigh collectively such factors (NOTE--factors are not presented in priority order nor to be construed to be weighed or prioritize) as:

 - A. The size of exhibit space requested versus the overall space available for allocation to eligible exhibitors;
 - B. The need to accommodate and encourage the introduction of new products for the buyer's benefit;
 - C. The quality and creativity of the product displays;
 - D. The continuity and length of an Exhibitor's previous exhibit activity;
 - E. The size and shape of the space need as it relates to the effective display of an applicant's products for the convenience and benefit of the buyers;
 - F. The Exhibitor's commitment to aggressively promote buyer attendance both independently and in cooperation with Show Management; and
 - G. The need to balance traffic and promote buyer activity in all exhibit areas.
3. **PAYMENT OF FEES:** PAYMENT OF FEES: A minimum deposit of fifty percent (50%) per booth is required by Show Management with the application, no later than the deposit due date specified on the space application, which, upon acceptance, shall be non-refundable except under conditions stated in 4 below. The balance will be the final balance due date specified on the space application. Acceptance of deposited fees does not guarantee exhibit space in the show. There will be a twenty (\$20) service charge for all checks returned by the bank.
4. **REFUND POLICY:** Policy for written cancellations will be governed as follows (effective date of cancellation is upon receipt by Show Management): A cancellation fee of 50% of total exhibition space will be applied for cancellations 90 days or more prior to the show. A cancellation fee of 100% of total exhibition space will be applied for cancellations less than 90 days prior to the show. Exhibit space assignment cannot be made without required payment. Exhibit space reservation cannot be guaranteed if payment schedule is not maintained.
5. **DEFAULT:** A. Failure on the part of Exhibitor to meet payment deadlines as required herein shall entitle Show Management, at its election, to terminate this contract and retain all fees previously paid to Show Management. B. It is further understood that in the event of cancellation by Exhibitor, Show Management shall, at its discretion, reassign exhibit space assigned to Exhibitor without any obligation of refund to Exhibitor, except as provided in 4 above. C. Show Management reserves the right to prohibit, close, correct, remove or eliminate any exhibit or display or any part thereof including signs, printed matter, souvenirs, visuals and catalogs or any conduct, action, noise or activity which, in Show Management's corrective response is specifically covered in this contract or in the Rules & Regulations for Exhibitors attached hereto as Exhibit A and incorporated herein (the "Rules"). Show Management's rights as set forth in 5(C) include, without limitation, the cancellation of this lease, the closing of Exhibitor's exhibit or display of the Exhibitor's merchandise. In exercising its rights under this paragraph, Exhibitor agrees that Show Management shall have no liability whatsoever to Exhibitor. **D. Failure on the part of Exhibitor to set up booth space or fail to notify Show Management that Exhibitor cannot set up booth space by 6:00 p.m. on the last move-in day shall result in the forfeiture of exhibitor space. Show Management at its sole discretion shall attempt to contact Exhibitor prior to forfeiture of space but is not obligated to do so. In the event that Exhibitor arrives after booth space has been forfeited, Show management shall make every reasonable attempt to reassign Exhibitor booth space within the show.**
6. **RULES & REGULATIONS FOR EXHIBITORS:** The exhibitor shall abide by the Rules, together with any amendments thereto adopted by Show Management from time to time of which Exhibitor shall receive notice. Under unusual circumstances, and at its own discretion, Show Management may also make specific exceptions to or changes in, the Rules without necessarily establishing a precedent or applying the modification beyond the specific case involved. Show Management shall have final authority as to the interpretation of the Rules, and their application, and shall have the authority to establish penalties in the event of violations.
7. **SUBLETTING PROHIBITED:** Subletting, licensing or sharing of space by Exhibitor, or use of space assigned to Exhibitor by anyone other than Exhibitor, is expressly prohibited. Exhibitor shall not display signs, issue literature, exhibit or permit to be exhibited in the space allotted to it any merchandise other than specified in the exhibit contract. Violation of the terms of this paragraph will result in immediate dismissal from the current show and exclusion from participation in future shows. No refund of exhibit fees will be made.
8. **SAMPLE SELLING POLICIES:** *In keeping with the wholesale nature and intent of the show, the sale of samples or merchandise for delivery at point of sale during the show is expressly prohibited and, therefore, no merchandise will be permitted to leave the exhibit floor. This does not apply to exhibitors that have been identified and approved by show management as immediate delivery (cash & carry) exhibitors, when exhibiting in Urban Expositions shows that have a designated area for immediate delivery/cash and carry. All booths must remain fully intact until the official close of show for the benefit of the buyers. Violations of the terms of this paragraph may result in immediate dismissal from the current show and exclusion from participation in future shows. No refund of exhibit fees will be made.*
9. **RELEASE & INDEMNIFICATION:** If the show or any part thereof is prevented from being held, is canceled by Show Management, or the exhibit space applied for herein becomes unavailable because of war, fire, strike, government regulation, public catastrophe, act of God or the public enemy or other cause. Show Management shall determine and refund to Exhibitor its proportionate share of the balance or the aggregate exhibit fee received which remains after deducting expenses incurred by Show Management and reasonable compensation to Show Management, but in no case shall the amount of refund to exhibitor exceed the amount of the exhibit fee paid. Neither Show Management nor any of its owners, officers, agents, employees and other representatives or advisors shall be held accountable or liable for, and the same are hereby released from. accountability or liability for any damage, loss, harm or injury to the person or any property of Exhibitor or any of its officers, agents, employees or other representatives, resulting from theft, fire, water, accident or any other cause. Exhibitor hereby agrees to indemnify, defend, protect and hold Show Management and its owners, officers, agents, employees and other representatives or advisors harmless against any and all claims, demands suits, liability, damages, loss, costs, attorney fees, and expenses of whatever kind or nature that might result from or arise out of any action or failure to act of Exhibitor or any of its officers, agents, employees, invitees, or other representatives.
10. **COMPLIANCE:** The Exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of duly authorized local, state and federal governing bodies concerning fire, safety and health, together with the rules and regulations of the operators and or owners of the property wherein the show is held. It is further agreed that the Exhibitor will abide by and comply with the rules and regulations concerning local unions having jurisdiction in the property wherein the show is held or with authorized contractors employed by Show Management.
11. **MISCELLANEOUS:** You have provided your fax and/or email to Urban Expositions as part of the exhibitor application process. Urban Expositions does not use customer lists for any activities not associated with our shows. Periodically, messages, containing information, updates and special offers about this or other Urban Expositions Shows will be sent to you at this email or fax number. You will have the opportunity to be removed from these lists when/if you receive messages.
12. **EXHIBITOR INSURANCE:** Exhibitors are urged to obtain exhibition insurance through their own insurance company to cover their personnel, exhibit material and equipment for the duration of move-in, show days, and move-out including public liability, property damage, fire and theft, etc.
13. These Terms & Conditions supersede any and all previous negotiations, understandings, brochures, procedures, rules and practices which may have governed the conduct

BOSTON GIFT SHOW SPRING 2009

BOSTON CONVENTION & EXHIBITION CENTER

BOSTON, MASS.

HALL C

Inventory as of 08/06/2007

Dimension	Size	Qty	SqFt
10x10	100	755	75,500
10x15	150	40	6,000
Totals:		795	81,500

SHOW AS OF 8/6/07

