



**Exhibitor Contract
Roosevelt Hotel, New York City – Palm Room
October 26-28, 2009**

We hereby apply for Table-Top exhibit space as an Exhibitor at the 2009 National Coffee Association Fall Education Conference. We understand that upon acceptance by the National Coffee Association, this application becomes a contract, under the terms and conditions set forth here, which we have read, understand, and accept. We will accept the space assigned by the National Coffee Association and agree to accept reassignment, if necessary, to create a more effective exhibition.

Company _____
 Company Contact _____
 Street _____
 Address _____
 City _____
 State _____ Zip _____
 Country _____
 Telephone _____
 Fax _____
 E-mail _____
 Website _____
 Type of Business _____
 NCA Member Yes No
 Ask about becoming a member or visit www.ncausa.org

First Exhibitor Registrant

Name _____
 Title _____ Nickname _____
 Address (if different from above)
 Street _____
 City _____
 State _____
 Zip _____ Country _____
 Telephone _____
 Email _____

Second Exhibitor Registrant

Name _____
 Title _____ Nickname _____
 Street _____
 City _____
 State _____
 Zip _____ Country _____
 Telephone _____
 Email _____

RENTAL FEES

NCA Members \$900
Non-Members \$1,200

1 Additional Exhibitor Registrant - NO CHARGE!

REQUESTED TABLE-TOP SPACE

_____ Table-Tops @ (\$900 NCA Member or \$1,200 Non-Member) = _____

TOTAL: \$ _____

PAYMENT INFORMATION

American Express VISA MasterCard Discover

Total Amount _____

Card Number _____

Expiration Date _____

Name on Card _____

Signature _____

If paying by credit card, fax your completed form to 212-766-5815.

OR: Phone 212-766-4007, 9:00 - 5:00 ET, Monday through Friday

TABLE LOCATION PREFERENCE (refer to layout)

1st Choice _____ 2nd Choice _____

3rd Choice _____

Space is assigned based on availability.

AGREEMENT

The undersigned hereby authorizes the National Coffee Association to reserve a Table-Top exhibit space for use by this company during the NCA 2009 Fall Education Conference. The undersigned acknowledges and agrees to abide the terms and conditions of this contract.

Signature _____

Date _____

Company (PRINT) _____

National Coffee Association of U.S.A. Inc.
Fall Education Conference
October 26-28, 2009
Palm Room, Roosevelt Hotel, New York City

TABLE-TOP VENDOR AGREEMENT TERMS AND CONDITIONS

- 1. TABLE-TOP ASSIGNMENT** Table-Top assignments will be made based on the order that completed contracts are received. Phone reservations will be accepted, but firm table assignment will not be made until payment and signed contract are received. The exhibit area will be located in the Palm Room of the Roosevelt Hotel, New York City.
- 2. TABLE-TOP** A standard six-foot draped table with two chairs and one wastebasket is provided by the Roosevelt Hotel. All displays are limited to the surface of the table provided and space immediately behind the table. No pop-up displays are allowed. Audiovisual aids or equipment may not be played at a level that would interfere with adjacent displays or conference sessions.
- 3. REGISTRATION AND STAFFING** The rental fee allows for two (2) non-transferable Exhibitor Registrations. Exhibitor Registration includes admission to all programming, tours and receptions. Exhibitor Registration DOES NOT include admission to any ticketed events. Fees for ticketed events must be paid separately. Exhibitors may elect not to staff their Table-Top display.
- 4. PAYMENT AND CANCELLATION** The full Table-Top rental fee must accompany contract. Cancellations made prior to **September 25, 2009** will be subject to a 50% cancellation fee. No refunds will be given on cancellations after **September 25, 2009**.
- 5. TRANSPORTATION/SETUP** All transportation costs, and any other costs related to exhibit setup not explicitly offered by the National Coffee Association are to be paid by the exhibitor. Additional setup arrangements, including audiovisual and electricity, must be made directly with the hotel. With no General Contractor (Decorating and Drayage Company) involved, exhibitors are required to assemble and disassemble their entire display. Also, exhibitors are required to unpack and repack their own product.
- 6. INSTALLATION AND DISMANTLING** Exhibitor set-up hours: **12:00 pm to 5:30 pm on Monday, October 26, 2009. All Table-Top displays must be in place by 5:30 pm, October 26, 2009.** Space not occupied or set up by that time may be reassigned for other purposes. Exhibits may not be dismantled before **12:00 pm on Wednesday, October 28, 2009.**
- 7. PROTECTION OF THE DISPLAY AREA** No products or materials shall be hung, fixed, taped, glued, nailed and/or attached to any wall or column in the building. Any damage caused by carts, pallet jacks, wooden crates etc. will not be tolerated by the Roosevelt Hotel. Damage caused by the aforementioned will be assessed and repair charges shall be billed directly to the exhibitor.
- 8. SIGNAGE** All signs must be hung by hotel union employees. Hanging of signs shall be only from locations with permanent hooks already installed. Decorations, signs, banners, etc., may not be taped, nailed, tacked, stapled or otherwise fastened to the permanent structure of the building. Please see Exhibitor Order Form for signage hanging pricing. No signs may be placed or constructed outside the exhibitor's area without permission from the show's convention services manager or director of convention service.
- 9. FOOD & BEVERAGE** No sample foods or beverage products may be distributed by exhibitors except upon written approval by The Roosevelt Hotel. Due to state law, you may not bring alcoholic beverages into the hotel under any circumstances. After approval by the hotel, any exhibitor that will be preparing or displaying food products within the exhibit hall must take precaution for protecting the permanent carpet by using visqueen, mats, plastic, etc
- 10. SERVICE ENTRANCE** Any and all supplies and materials that are used as part of the exhibit must be delivered to or brought in through the Service Entrance located at 70 Vanderbilt Avenue, New York, NY. No drayage personnel shall be permitted into the hotel public space (this includes but is not limited to unoccupied meeting rooms, hallways and service corridors) unless conducting business or working in those areas. The Roosevelt Hotel Security Department will remove any unauthorized personnel from the aforementioned areas.
- 11. SUBLETTING OF SPACE** Exhibitor agrees not to assign, sublet, or apportion the whole or any part of the space allowed without the knowledge of and written consent of the National Coffee Association. If permission is granted, there will be \$350 administration fee for each sharing company.
- 12. LIMITATION OF LIABILITY** Neither the National Coffee Association, its agents, employees, or officers and directors, nor Roosevelt Hotel, its agents, or its employees shall be liable for injuries to exhibitor's person, his or her agents, his or her employees or their persons no matter how sustained (from fire, theft, or other causes). Exhibitor agrees to make no claims against and to protect, indemnify, and hold harmless the National Coffee Association and The Roosevelt Hotel against loss, theft or damage to exhibitor's property or for any injury to persons in the exhibit area. Exhibitor assumes complete responsibility and liability for all loss, damage, or destruction of the property of the exhibitor, and his guests. Exhibitor also assumes responsibility and liability for all injury to any and all persons or property in any way connected with the exhibitor's display caused by the employees.
- 13. SECURITY** Exhibitor must make provision for the safeguarding of his or her goods from the time they arrive at the display area until the goods are removed. The National Coffee Association will provide no security in the exhibit area. The exhibition area is located in an unsecured corridor adjacent to the meeting rooms.
- 14. AGREEMENT OF CONDITIONS** Each exhibitor and its employees agree to abide by these conditions, it being understood and agreed that the sole control of the exhibit Table-Top area rest with the National Coffee Association.
- 15. AMENDMENTS** The National Coffee Association shall have the sole authority to interpret and enforce all rules and regulations contained herein, to make any amendments thereto, and to make further rules and regulation as shall be necessary for the orderly conduct of the Table-Top displays.