



Shallow Water Fishing Expo

EXHIBITOR APPLICATION

EXHIBIT HALL

LEE CIVIC CENTER
11831 Bayshore Road, N. Ft. Myers, FL 33917
(239) 543-8368

DATES & HOURS

SET-UP	SHOW DAYS	TEARDOWN
Friday, Oct. 22, 2004 9:00a.m. - 6:00p.m.	Saturday, Oct. 23, 2004 9:00a.m. - 5:00 p.m.	Sunday, Oct. 24, 2004 5:00p.m. - 8:00p.m
	Sunday, Oct. 24, 2004 10:00a.m. - 5:00 p.m.	

EXHIBITOR FEES

Booth(s) _____ Total: _____ \$600 per 10' x 10'	Booths are draped (back and sides) and provided with one 6" x 40" exhibitor identification sign. Furnishings are available from show decorator.
Boat Space _____ Total: _____ \$3.50 per sq. ft.	Upon receipt of completed application & deposit, exhibitors will be sent a confirmation letter with information on hotels, booth furnishings & services.
Extra Badges: _____ x \$7 = _____	Exhibitors may hand carry, move & install their own displays without paying for outside labor.
TOTAL FEES: \$ _____	Vehicles are allowed on the show floor for set-up & teardown.

COMPANY INFORMATION

Contact: _____ Company: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Telephone: _____ Fax: _____ email: _____
 Authorized Signature: _____

Please make check payable to **The Castlow Group, 2625 Carissa Drive, Vero Beach, FL 32960.**
Questions? Contact Mark Castlow Phone: (772) 562-5069 Fax: (772) 562-1488
Email mavcast@aol.com Visit www.castlow.com

*I am interested in participating in the following expos: (please circle) Tampa 2004
 Charleston 2005 Atlanta 2005 Austin 2005 West Palm Beach 2005 Ft. Myers 2005*

Show Management: The Shallow Water Fishing Expo, hereinafter referred to as "SWFE" makes the acceptance of the following show rules mandatory of all exhibitors.

Length of Contract: This contract is valid until October 24, 2004, and does not guarantee exhibit space in any future show.

Set-Up and Break-Down: Set-up will begin at 9 a.m. October 22, 2004, and end at 6 p.m. Show management reserves the right to prohibit vehicle access to the show floor after 5 p.m. Breakdown of all exhibits will begin at 5 p.m. October 24, 2004, and all exhibits must be removed no later than 8 p.m. Any booth or materials not removed by 8 p.m. October 24, 2004, will be stored at exhibitor's expense and risk.

Definition and Use of Booth: SWFE will provide the exhibitor a 10' x 10' booth. Included in the rental price are side and rear drape and a sign with the exhibitor's name. Booth sharing is not permitted. No booth or any space within said booth may be assigned or shared. No exhibitor will be allowed on the show floor until booth space is paid in full. Show management reserves the right to reserve and reassign/relocate space for any reason to benefit the show. Show management reserves the right to remove any materials, signage or booth which does not conform to the overall theme of the Expo. Any exhibit material that exceeds 5 feet in height may not extend more than 5 feet from the rear wall of the booth. No material may exceed the rear wall height of 8 feet without prior permission of show management.

Exhibit Hall Aisles: SWFE will provide carpeted aisles and be responsible for the cleaning of the aisles during show. No exhibitor may use aisles for displays, signs, merchandise or promotional materials. All exhibitors located near fire exits will keep path to exits free and clear of any and all obstructions.

Insurance, Liability & Security: SWFE will require all exhibitors to provide proof of public liability insurance. All contractors, exhibitors, and/or their agents are responsible for their own insurance and worker's compensation. SWFE or any of its employees will not be responsible for injury, loss or damage from fire, storms, water, electricity, theft, labor disputes, acts of other exhibitors, acts of God or any cause whatsoever. The exhibitor releases SWFE from all responsibility upon the signing of this contract. SWFE will supply 24 hour security every day during the run of show.

Exhibitors Access to Floor: Any exhibitor with credentials will be allowed access to the floor one hour prior to doors opening to the public on Saturday and Sunday. All exhibits must be staffed 15 minutes before doors open.

Damages: Exhibitor is solely responsible for booth space. Any damage resulting from abuse or neglect of exhibitor to booth space or exhibit hall is the responsibility of the exhibitor.

Utilities: SWFE will provide exhibit hall heat, lighting and bathroom facilities during the show. Any exhibitor requiring electricity, water or phone service will contract with exhibit hall vendor.

Licensing of Music: Playing of copyrighted music is strictly prohibited at all times. Any exhibitor playing recorded music from videotape or radio must be able to produce to SWFE a contract with BMI or ASCAP allowing the exhibitor the right to play such music. If the exhibitor does not have contract, SWFE reserves the right to remove the exhibitor from the exhibit hall. No exceptions will be made.

Exhibitor Responsibility: Exhibitor is responsible for the appearance and cleanliness of his booth. No exhibitor will be allowed to breakdown or remove merchandise or exhibit materials before 5 p.m., Sunday, October 24, 2004.

Cancellation of Event: SWFE will be released from this contract if the event is unable to open due to fire, floods, natural disasters, act of war, act of God, labor strike or any other event beyond the control of SWFE. In the event of cancellation, SWFE will provide a complete accounting of all monies and, after satisfying expenses, all remaining monies will be refunded to exhibitors.

Additional Regulations: SWFE reserves the right to enforce all the above listed regulations as well as any other regulations that ensure the safety of exhibits, exhibitors, exhibit hall and public.

THE CASTLOW GROUP • SHALLOW WATER FISHING EXPO
2625 Carissa Drive • Vero Beach, Florida 32960 • (772) 562-5069



SHALLOW WATER FISHING EXPO

FT. MYERS BADGE ORDER FORM

Please Note: Convention Center Management Prohibits Us From Issuing Badges or Passes During Show Hours.

Badge Policy:

Badges are only for exhibitors and their staff working the show. Three badges are allowed per 10' x 10' booth at no charge. Arrangements must be made in advance for additional badges (@\$7 ea.)

Guest Passes:

Exhibitors requiring passes for customers/guests/family can purchase one-day tickets for a discounted pre-show rate of \$7 each.

Your Company Name: _____
(as you want it to appear on your booth sign and badges)

Your Company's Contact Person: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

FAX COMPLETED FORM TO (772) 562-1488 BY OCTOBER 14, 2004.

Badge One: _____ (print or type)

Badge Two: _____

Badge Three: _____

Additional Badges:
(ADD \$7 EACH) _____
