



2021 OUR LIFE CONTRACT
DEADLINE TO REGISTER: 14 Days Prior to Each

APG Publishers Office Use ONLY
Sales Department, Please Complete:
Date Received:
Rep Name:

Company Name Website:
Contact Name Business license # Sales tax #
Complete Mailing Address City State Zip
Phone Mobile Email

Company agrees to attend the following Our Life Expos at the level indicated below -

Our Life EDINA
THURSDAY, OCTOBER 14, 2021
Courtyard Edina Bloomington
4460 W. 78th Street Circle
Bloomington, MN 55435

Our Life APPLE VALLEY
THURSDAY, SEPTEMBER 9, 2021
Apple Valley Senior Center
14601 Hayes Road
Apple Valley, MN 55124

Our Life ANOKA
WEDNESDAY, OCTOBER 6, 2021
Greenhaven Golf Course
2800 Greenhaven Road
Anoka, MN 55303

- Co-Presenting (\$5,000)
Seminar (\$2,500)
Silver (\$1,000)
Bag Sponsor (\$695)
Single Booth (\$495)
Double Booth (\$895)
Other (See Details Below)

- Co-Presenting (\$5,000)
Seminar (\$2,500)
Silver (\$1,000)
Bag Sponsor (\$695)
Single Booth (\$495)
Double Booth (\$895)
Other (See Details Below)

- Co-Presenting (\$5,000)
Seminar (\$2,500)
Silver (\$1,000)
Bag Sponsor (\$695)
Single Booth (\$495)
Double Booth (\$895)
Other (See Details Below)

Additional Details:

Do you need electricity? Limited Availability, perimeter booths only. Yes No Reason

Are you planning to have an interactive activity in your booth space? Yes No Describe
OURLIFE encourages exhibitors to have an interactive element to bring attendees to their booth. We will promote it for you on ourlifemn.com and in the special section.

Would you like to donate an item for the OURLIFE Random Drawing? Yes No Item(s)
Your company will receive additional promotion on ourlifemn.com, in the special section and random drawing poster at event. ECM will contact you with instructions prior to the event.

SPONSORSHIP & EXHIBITOR BOOTH PACKAGES (Per Expo)

SPONSORSHIPS: Co-Presenting*- \$5,000 (3 available) Silver- \$1,000 Seminar- \$2,500 (6 available) Bag- \$695 (1 available)

BOOTHS: Single Booth- \$495 Double Booth- \$895 Other- \$

PRESENTING & SEMINAR SPONSORS ONLY - Please rank your top 3 seminar time choices: 12:30 1:00 1:30 2:00 2:30 3:00
ECM will make final decision on schedule and notify sponsors in a timely fashion

EDINA SubTotal \$
Electricity (\$25) \$
Less 50% Deposit - \$
Paid with contract & non-refundable
BALANCE DUE - \$
Final payment due 1 week prior to Expos

APPLE VALLEY SubTotal \$
Electricity (\$25) \$
Less 50% Deposit - \$
Paid with contract & non-refundable
BALANCE DUE - \$
Final payment due 1 week prior to Expos

ANOKA SubTotal \$
Electricity (\$25) \$
Less 50% Deposit - \$
Paid with contract & non-refundable
BALANCE DUE - \$
Final payment due 1 week prior to Expos.

Method of payment for deposit, must accompany contract:

Check Attached MasterCard Visa American Express Discover Expiration Date: CVC:
Card Number: Signature required for credit card:

Method of payment for balance, if different from above due no later than 1 week prior to Expos: SAME AS ABOVE:

Check MasterCard Visa American Express Discover Expiration Date: CVC:
Card Number: Signature required for credit card:



ECM PUBLISHERS (hereafter referred to as show producer) and exhibitor (the person or business to whom booth space is rented) agree that this contract shall be governed by the following terms and conditions:

- 1. SIGNED CONTRACT: Booth rental will be reserved only after a signed contract & deposit have been received. The deposit is required to hold your space and the total balance must be paid by to 1 week prior to event(s). The deposit is non-refundable unless the show is postponed or cancelled by the show producer for any reason. If the remaining balance is not paid by the due date, the booth space will be released and the deposit forfeited by the exhibitor.
2. CONTRACT RECEIPT: Contracts can be mailed, emailed, or faxed in. If you're mailing the contract in, mail it to: OUR LIFE c/o: ECM Publishers ATTN: Colleen Carlisle 4095 Coon Rapids Blvd, Coon Rapids, MN 55433. You may fax your contract to your sales representative or Colleen Carlisle/Marketing Department: 763-421-4315, or email it to: jerry.gloe@apgecm.com. The show producer has the right to refuse any exhibitor's contract.
3. REFUNDS: A refund, minus the deposit, will be given if vendor cancels in writing before to 1 week prior to event(s). If you cancel after the final payment deadline of 1 week prior to event(s), a refund cannot be processed. Show producer not liable for refunds due to exhibitor's expectation of attendance.
4. LIABILITY: Show producer, event facility and their sponsors shall not be liable for failure to perform their obligations under this contract as a result of natural disasters, strikes or any other causes beyond their control. ECM Publishers, the venue and our insurance companies are not liable for losses or unexplained property disappearances of any kind. The show producer or its agents shall not be liable for loss or damage of vendor's property due to theft, fire, accidents, or other causes, nor for any injury to exhibitors, its employees or agents. Security will not be present at the event.
5. AISLES: Aisles, passageways and overhead spaces remain strictly under control of show management. All exhibitors and booth personnel must remain within the confines of their own spaces. All demonstrations or promotional activities must take place within your booth space(s).
6. SET UP: Exhibitors will be allowed to set up their booths the morning of 1 week prior to event(s). The exact hours will be sent to you via email no later than one week prior to expo date. Exhibitors will receive updates and important vendor information by email. No exhibitor shall be permitted to set up their booth space or spaces without having made full remittance of booth rental to show producer. The exhibitor is entirely responsible for the space leased and shall not injure, mar or deface the premises. The exhibitor shall not affix to the walls or windows of venue any advertising, materials or signage. Exhibitor shall not drive nails, hooks, tacks or screws into any part of the building. Exhibitor shall not use any form of tape or adhesive device on any wall in the building. Exhibitor agrees to reimburse the facility and/or show producer for any loss or damage to the premises or equipment occurring in the space leased to the exhibitor. This includes spaces occupied or travelled in during set-up and teardown.
7. TEARDOWN: No booth shall be dismantled or removed from the venue until closing time the day of the event or whenever the public is removed from the exhibit hall and doors are secured. Failure to adhere to this may result in a \$100 early teardown fee and exclusion from future shows. Any items left behind by exhibitor, where owner cannot be identified, may be disposed of at the discretion of the show producer and/or the venue. The venue agrees to dispose of reasonable amounts of trash from the event. If your booth will accumulate extensive or oversized trash, please alert ECM Publishers prior to the event for pre-approval. All booths must be torn down immediately at close of event. The venue cannot store any booth materials overnight. In the event an exhibitor fails to teardown their booth in a timely manner, show producer will charge a fee of \$200 for their staff to disassemble booth, in addition to a \$100 per day storage fee to store at facility of show producer's choice. Show producer not liable for any damages occurred to booth and display materials as a result of this.
8. BOOTH STAFF: No booth is permitted that does not have at least one person in attendance at all times. Booth personnel shall wear identification badges or vendor ID's at all times during the expo. All booth personnel are to be ready to work and need to be present before the doors open to the public. Staff may leave the space briefly, less than 10 minutes (example: restroom break).
9. BOOTH SPACE: The space contracted is to be used solely for the exhibitor whose name appears on the contract. Booths may not display or disperse any business' information other than that of the business renting booth space. No booth space shall be offered for use or sublet by a vendor without the consent of the show producer. There will be no more than one business per booth rental. Separate businesses owned by the same entity may be allowed. This will be determined on a case by case basis, and at the discretion of the show producer. In the event an exhibitor fails to occupy the space, or to have their exhibit completed and ready fifteen minutes prior to show time, they shall forfeit their right to the space and all pre-paid rentals, and upon demand pay any rental balance owing to show management. At that point, show management may reassign booth space. The show producer reserves the right of final decision and the right to rearrange the floor plan or relocate booths or both in order that competitive vendors wherever possible will be set up at specific locations that will not interfere with their individual operations, and to prohibit or remove any booth or exhibitor which, in the opinion of the show producer, detracts from the general character of the expo including persons, conduct and materials. In the event of such restriction, removal, prohibition and/or eviction, the show producer shall not be liable for any refunds, other exhibit expenses or any other sums of money by way of damages or otherwise.
10. BOOTH APPEARANCE: All booths and decorations must concur with facility regulations, city ordinances and local fire codes. Any violations may result in the removal of any materials found to be in violation. Any special carpentry, wiring or electrical will be done at exhibitor's expense. Any and all City, County, Municipal, State or Federal licenses, inspections or permits as required by law of any exhibitor in the installation and operation of his display shall be obtained by the exhibitor at their own expense prior to the show. All decisions pertaining to use and occupancy of booth space are within the sole discretion of the show producer. There will be no moving around on setup day.
11. NEIGHBOR COURTESY: No booth shall interfere with the orderly operation of adjacent booths. Exhibitors will not be permitted to erect signs or display products in such a manner as to obstruct the view or disadvantageously affect the display of other exhibitors. Interference with the light and display of another exhibitor will not be permitted. This also includes a prohibition of music, special effects or other sound and entertainment without approval by the show producer. The exposed backs or sides of booths must be properly draped or finished with no signage, so that it will not interfere with adjoining booths. The back of an exhibitor's display cannot overlook or impede on the booth space behind them.
12. PROMOTION: Exhibitor agrees that the purpose of booth rental is for the positive promotion of the vendor's products or services. Vendor may sell, display, distribute information, conduct prize drawings or give out samples (see line items 14-15 for restrictions) during the expo. Display or distribution of materials deemed inappropriate for theme of event and audience in attendance will not be allowed. If you have questions about this, please contact ECM Publishers prior to event date.
13. PRODUCT SALES: Any exhibitor making taxable sales at the expo must be registered with a Minnesota Tax ID to collect the required sales tax before the event begins. Out-of-state businesses must collect Minnesota sales tax on all taxable sales made while in Minnesota. Minnesota law requires that before show manager can rent a space to any seller, the seller is required to give show producer a completed Operator's Certificate of Compliance, Form ST-19.
14. ITEM RESTRICTIONS: the venue strictly prohibits the use of glitter or any substance, material or display that may damage the gym floor. Some materials may be allowed if a tarp, or other floor covering, are placed under the booth space. This must be pre-approved by ECM Publishers prior to final registration deadline. Helium balloons are permitted; however, exhibitor will be held responsible for retrieval costs should any become lodged in ceiling. Animals are not permitted. Show producer will hold exhibitor financially responsible for damages done to the venue as a result of unauthorized products or materials at the event.
15. FOOD RESTRICTIONS: Food sales and samples are allowed at the venue; however, anyone planning to sell food products or offer food samples must get item(s) approved by ECM Publishers prior to the final registration deadline.
16. AMENDMENTS: Exhibitor agrees to abide by decisions of show producer concerning all matters pertaining to the administration and success of the show.
17. TERMS & CONDITIONS: This contract contains all the terms and conditions agreed on by the parties hereto, and no other agreements, oral or otherwise regarding the subject matter of this contract, shall be deemed to exist or to bind any of the parties hereto.
18. MORE INFORMATION: A vendor information packet will be available prior to the event. It will be emailed to vendors. Hard copies will be available upon request.

Questions regarding contract, booth requirements and event details may be directed to Jerry Gloe - General Manager/Advertising Director 763-229-4232 jerry.gloe@apgecm.com

Exhibitor assumes any and all liability for any loss, damage or destruction to the property of exhibitor, exhibition site, or other property placed or brought upon the premises by sponsor, or on his behalf. ECM Publishers provides no insurance on account of, or for the benefit of exhibitor and its exhibits. Exhibitor shall hold harmless ECM Publishers, the exhibition site and any official contractors against any loss, liability, actions or causes of actions or damages for injury to person or property sustained by reason of his occupation or use of any portion of the exhibition site or its facilities or participation in the expo or acts done or performed by the sponsor, his agents or employees or due to natural disasters. This contract binds the exhibitor to the show date, deadlines and payment in full of space rental. Exhibitor agrees to abide by, conform to, and comply with all laws, state and local, as well as ECM Publishers rules and site regulations (see back of contract). ECM Publishers reserves the right to refuse any exhibitor. All cancellations prior to 1 week prior to event(s) will result in forfeiture, by exhibitor, of \$100 deposit. No refunds will be given to any cancellations after 1 week prior to event(s) and exhibitor will be held accountable for entire balance due.

By signing this contract, I acknowledge that I am authorized to make decisions on behalf of sponsor listed above. I have read and understand the terms and conditions of this contract.

Authorized Signature _____ Title _____ Date _____