



2010 Mid-South Fair

September 24 - October 3rd

COMMERCIAL EXHIBITS APPLICATION

ALL APPLICANTS MUST SUBMIT A COLOR PHOTO OF THEIR BOOTH AS IT WILL APPEAR AT THE MID-SOUTH FAIR. THIS IS REQUIRED FOR APPROVAL OF YOUR APPLICATION. PHOTOS WILL NOT BE RETURNED.

BUSINESS NAME _____ CONTACT PERSON _____

ADDRESS _____ CITY _____ ST _____ ZIP _____

PHONE (____) _____ CELL (____) _____ FAX (____) _____ EMAIL _____

SELECT ONE: DISPLAY (PROMOTIONAL PURPOSE ONLY) DIRECT SALES (OVER THE COUNTER)

LIST ALL ITEMS TO BE DISPLAYED OR SOLD. ONCE YOUR CONTRACT IS ISSUED, YOU MAY NOT DISPLAY OR SELL ANY ADDITIONAL ITEMS WITHOUT PRIOR APPROVAL THROUGH THE EXHIBITS DEPARTMENT. SPACE WILL BE OFFERED AND ASSIGNED ON THE BASIS OF THIS LIST.

UNIVERSAL FAIRS WILL NOT ALLOW THE SALE OF THE FOLLOWING ITEMS ON THE GROUNDS OF THE MID-SOUTH FAIR: HUNTING KNIVES, FIREARMS, SMOKE BOMBS, DRUG PARAPHERNALIA, COUNTERFEIT OR "KNOCK-OFF" ITEMS.

NAME/CONTACT NUMBER FOR THE PERSON IN CHARGE OF YOUR EXHIBIT DURING FAIR: _____/(____)_____

PLEASE INCLUDE A DEPOSIT OF \$150.00 PER BOOTH WITH YOUR APPLICATION. A DEPOSIT OF \$150.00 DOES NOT GUARANTEE A CONTRACT. YOUR DEPOSIT WILL BE REFUNDED IF APPLICATION IS NOT ACCEPTED. IF YOUR APPLICATION IS ACCEPTED AND YOU WITHDRAW FROM THE EVENT, YOUR DEPOSIT WILL NOT BE REFUNDED. THE FAIR ACCEPTS THE FOLLOWING FORMS OF PAYMENT: VISA, MASTERCARD, DISCOVER, AMEX, MONEY ORDER, CERTIFIED CHECK, OR CASH (CASH SHOULD NOT BE MAILED.) PLEASE MAKE ALL CERTIFIED CHECKS PAYABLE TO UNIVERSAL FAIRS. IF YOUR APPLICATION IS ACCEPTED, THE BALANCE FOR YOUR CONTRACT SPACE WILL BE BILLED TO YOU, BASED ON THE APPLICATION DATE. **NO DEPOSITS WILL BE ACCEPTED AFTER SEPTEMBER 1, 2010 - CONTRACT AMOUNT MUST BE PAID IN FULL.**

INSIDE SPACE SIZE REQUEST

___ 10' X 8' (\$700) ___ 20' X 8' (\$1400) ___ OTHER ___' X ___' (INSIDE SPACES ARE BLOCKS OF 10 X 8)

CORNERS ARE AN ADDITIONAL \$100.00. CALL FOR RATES ON OTHER BULK SPACE SIZES. INCLUDED WITH THE SPACE RENTAL ARE FIRE RESISTANT DRAPES 8' HIGH IN BACK WITH 3' HIGH SIDES, A 110 VOLT, 20 AMP ELECTRICAL OUTLET AND A STANDARD IDENTIFICATION SIGN APPROXIMATELY 7" X 44". YOU MUST PROVIDE YOUR OWN TABLE, CHAIRS, ETC. OR MAY RENT THEM FROM OUR DECORATING SERVICE CONTRACTOR. ALL TABLE COVERINGS AND CARPET MUST CONFORM TO THE FAIR'S SELECTIVE COLOR SCHEMES AND MUST MEET CURRENT FIRE CODES.

OUTSIDE SPACE SIZE REQUEST

FRONT FOOTAGE ___' X DEPTH ___' (\$100.00 PER FT)

SPACE RENTAL FEES FOR SIDE OF THE STREET OR LINEUP EXHIBITS ARE BASED ON FRONT FOOTAGE. RENTAL FEES FOR CENTER OF THE STREET EXHIBITS ARE BASED ON THE TOTAL OF FRONT FOOTAGE AND ONE SIDE FOOTAGE. CORNERS ARE AN ADDITIONAL \$15.00 PER FOOT.

NOTE: AWNINGS, ROPE TIE-DOWNS AND TRAILER HITCHES MUST BE INCLUDED IN THE MEASUREMENTS. ALL BOOTHS OUTSIDE REQUIRE ELECTRICITY FOR LIGHTS AT NIGHT. PLEASE INDICATE YOUR ELECTRICITY REQUIREMENTS.

OUTSIDE SPACE ELECTRICAL REQUIREMENTS: _____ VOLTS _____ AMPS _____ PHASE

INSURANCE REQUIREMENTS

COVERAGE MUST BE IN THE AMOUNT NOT LESS THAN COMBINED SINGLE LIMIT OF \$1,000,000 BODILY INJURY AND PROPERTY DAMAGE. A CERTIFICATE OF INSURANCE FROM YOUR INSURER WILL BE REQUIRED AS PROOF OF COVERAGE. IT MUST NAME THE FOLLOWING AS ADDITIONAL INSURED: MID-SOUTH FAIR, INC.; UNIVERSAL FAIRS, LLC; DESOTO COUNTY CONVENTION & VISITORS BUREAU, THEIR OFFICERS, COMMISSIONERS, DIRECTORS, AND AGENTS. THIS INSURANCE MAY ALSO BE PURCHASED THROUGH UNIVERSAL FAIRS IF YOUR EXHIBIT QUALIFIES.

PREFER UF INSURANCE HAVE YOUR OWN INSURANCE

THIS APPLICATION DOES NOT IMPLY OR GUARANTEE THAT SPACE WILL BE OFFERED TO YOU. THE MID-SOUTH FAIR RESERVES THE RIGHT TO ASSIGN SPACE IN ACCORDANCE WITH OTHER EXHIBITORS AND PRODUCTS CURRENTLY BOOKED AND/OR TO ESTABLISH SPECIFIC EXHIBIT THEMES IN OUR EXHIBIT BUILDING. THE FAIR STRIVES TO MAINTAIN A BALANCED VARIETY OF PRODUCTS AND SERVICES AND DOES NOT WISH TO OVERLOAD ANY ONE BUILDING OR OUTSIDE AREA WITH SIMILAR OR LIKE PRODUCTS. LEASED SPACE INCLUDES ONLY THE AREA STIPULATED ON THE CONTRACT.

SIGNATURE OF APPLICANT _____ / _____ / _____
DATE SIGNED

PLEASE RETURN THIS APPLICATION TO: EXHIBITS DEPARTMENT | FAX # (901) 867-7121 or mail to PO Box 1327 Cordova, TN 38088
CONTACT BRIAN ELLSWORTH AT (901) 867-7007 IF YOU HAVE ANY QUESTIONS. THANK YOU!