

ADVERTISING ALLIANCE, INC.
EXHIBITOR RULES AND REGULATIONS - PART OF CONTRACT ON REVERSE SIDE

1. The Exhibitor agrees not to hold the Promoter, Sponsors and/or their employees or agents, responsible for any claim, loss or suit by Exhibitor.
2. Exhibitor agrees to keep exhibit clean and safe at all times.
3. The Exhibitor agrees to set up at least one hour prior to the event's opening and stay set up for the entire Event until its close; to leave with all merchandise, boxes, debris, etc. A \$25. clean-up fee will be charged to anyone failing to comply.
4. A \$50. fee will be charged to any Exhibitor that fails to clean-up an hour and a half after an event ends or when clean-up commences.
5. A \$100. refundable clean-up deposit (a Postal Money Order) is required from all Martial Arts and Karate groups that plan on demonstrating.
6. Exhibitor agrees to set up, unload and display only on the street and within their space. **Exhibitor is at no time allowed to place himself, employees or agents, merchandise, vehicle or display items on any private property including, but not limited to sidewalks and driveways.**
7. These rules and regulations constitute an essential part of the contract for exhibit space. The Advertising Alliance, Inc. reserves the right to render all decisions and interpretations and to establish further regulations as may be deemed necessary for the overall success and well being of the Event.
8. All exhibits shall have cloth covering their tables to the ground or a suitable professional display. No boxes, extra merchandise or debris should be visible.
9. Distribution of advertising material and Exhibitor solicitation of all kinds shall be restricted to the exhibitor's booth.
10. Exhibitors wishing to insure goods must do so at their own expense. The Advertising Alliance Inc. assumes no responsibility for, or guarantee to the safety of the properties of the Exhibitor, its agents and their employees from theft, damage from fire, accident or any other cause what so ever, and the Exhibitor expressly agrees to save and hold harmless The Advertising Alliance, Inc. its management, agents, employees and Sponsors from any or all liability resulting from injuries or damage to exhibitors, their agents, employees and specifically to attendees while within the exhibitor's exhibit space.
11. Exhibitor shall be bound by all pertinent laws, codes and regulations of municipal and other authorities having jurisdiction over said Event, and shall fulfill all municipal, state and federal requirements in connection with all sales.
12. It is agreed that if the Exhibitor fails to comply in any respect with the terms of this agreement, the Advertising Alliance, Inc. shall have the right, without notice to the Exhibitor to occupy, sell or offer for sale the exhibit space covered by this contract without any rebate or allowance whatsoever to the Exhibitor. Said Exhibitor to be liable for any deficiency, loss or damage suffered by the Event by reasons herein stated, and without in any way releasing said exhibitor from any liability whatsoever.
13. No Exhibitor shall arrange his exhibit as to obscure or interfere with nearby exhibitors, in the opinion of the Event Promoter. This includes, but is not limited to Exhibitor's sound system, generators, smoke, noise, audio-visual demonstrations, etc.
14. The Exhibitor, employees, agents, the exhibit or product may not extend beyond the limits of the exhibitor's booth or into any side space, or the sidewalk or street.
15. The Advertising Alliance, Inc. reserves the right to decline, prohibit or remove any exhibit which is deemed out of keeping with the character of the Event, this reservation being all inclusive as to persons, things, products, printed material, conduct, smoke, noise, etc.
16. Exhibitor may display and sell ONLY what he/she has listed on the reverse side of this contract.
17. The Advertising Alliance, Inc. will not be liable for the fulfillment of this contract as to the delivery of said exhibit space if nondelivery is

due to any of the following causes: public enemy, war or insurrections, local or regional civil disturbances, strikes, fire, the authority of the law, By reason of an act of God, inclement weather or for any cause beyond their control. The Promoter and Sponsor, in the event of its not being able to hold the Event for any of the above named reasons will not reimburse Exhibitors.

18. There will be a 50% charge for contracts cancelled more than 30 days prior to the Event. No refunds on contracts cancelled within 30 days prior to the Event. The full contract amount will be due on contracts cancelled within 30 days prior to the Event. Cancellations are to be made ONLY in writing and ONLY by mail and signed by the Exhibitor.

19. ALL REFUNDS are at the discretion of the Promoter.

20. The Advertising Alliance, Inc. shall have full power in the endorsement and interpretation of all the rules and regulations contained herein, and the power to make amendments and further rules and regulations as it considers necessary for the proper conduct and success of the Event.

21. Exhibitor may not assign their contract for exhibit space or permit any other person to use part of such space.

22. Raffles or similar activities that are NOT free to participants are NOT permitted unless they are approved by The Advertising Alliance. NON-PROFIT Organizations must list and ask approval for any and all activities and all items to be sold.

23. EXHIBITOR MAY NOT USE ANY OPEN FLAMES OR HEATING DEVICES OR AUDIO SYSTEMS WITHOUT THE WRITTEN APPROVAL OF THE ADVERTISING ALLIANCE Inc.

24. If it should ever rain on a raindate, the event will not be rescheduled and there will be no refunds of any kind.

25. No "bomb bags", snaps, silly string or other disruptive items may be sold at any event.

26. We require a current insurance policy, Endorsement & a Certificate of Insurance from ALL FOOD VENDORS, PONY RIDES, ANY TYPE OF AMUSEMENT OR ANIMAL DISPLAY, DANCE SCHOOLS, and MARTIAL ARTS or ATHLETIC DEMONSTRATIONS OR EXHIBITS one month before the Event. The Certificate must name "ADVERTISING ALLIANCE, INC. IS ADDITIONAL INSURED" typed on the Certificate with the date, raindate, name and location of the Event.

Advertising Alliance, Inc— Proprietary
Use of Any or All portion of this document or picture/s is prohibited
Without the Written Consent of the Advertising Alliance, Inc.



**Promoting
Downtown Events
For Over 24 Years!**

“New Jersey’s Famous Family Fun Festivals”™

CONTRACT - NEW PROVIDENCE STREET FAIR

On Springfield Ave. and Academy Street

Vendor Fee : \$110.00 Food Vendor Fee : \$300.00

Make Checks/ Money order payable to : The Advertising Alliance, Inc.
2 WEEKS PRIOR TO THE EVENT MONEY ORDER ONLY – NO CHECKS

Business Name: _____

Contact Name : _____

Address : _____

City : _____ State : _____ Zip Code : _____

Phone Day : _____ Evening : _____ Cell : _____

Fax: _____ E- Mail : _____

Description of ALL items Being Sold or Services Rendered : _____

Food Merchant Item Description : _____

Playing Music at Booth : _____ NJ Sales Tax # _____

Tax Information : All Vendors must register with the State of NJ Division of Taxation. You may obtain a certificate of Authority for sales tax by calling (609) 292-6400 or logon to our website at www.advertisingalliance.net and scroll down to lower left corner of page.

I have read, understand, and agree to abide by ALL the Rules and Regulations on the reverse page of this contract.

SIGNATURE : _____ **DATE :** __/__/__

**** PLEASE NOTE : YOU MUST SUBMIT TWO PICTURES WITH CONTRACT :
ONE OF BOOTH AND DISPLAY AND OTHER OF ACTUAL ITEMS BEING SOLD ****

RULES & REGULATIONS

TIME OF EVENT : 10:30AM- 5:00PM

The undersigned vendor hereby contracts for a street space of approximately 10'x10' on a downtown street in the Borough of New Providence, NJ on Sunday, September 23rd, 2007 [rain date Sunday, 9/30/07]

CONFIRMATION LETTER will be sent out 2 weeks prior to the event with Check-in location and Set up time. You will be given your space number the morning of the event. **ALL SPACES are pre-assigned.**

You may NOT leave the event before 5pm. Each vendors space will be numbered Each vendor may erect a canopy or tent over his/her space as it is in the 10'x10' space assigned.

Vendors are responsible to bring everything needed for their space. NO TABLES OR CHAIRS PROVIDED. All Vendor spaces should be neat & attractive with CLOTH table coverings, with storage boxes and debris kept UNDER your table and out of sight. A Picture of the Display must accompany this contract. VENDOR PRODUCT & DISPLAYS MAY NOT EXTEND BEYOND HIS/HER ASSIGNED SPACE. NO VENDOR SHALL ARRANGE HIS/HER PRODUCT AS TO OBSCURE OR INTERFERE WITH NEIGHBORING VENDORS, INCLUDING DISPLAYS, GENERATOR, SMOKE, NOISE, ETC. GENERATOR SOUND CANNOT EXCEED 60Db. Sound systems are allowed only with WRITTEN permission from the Advertising Alliance, Inc. **Vendors may display & sell what they have listed on the contract AND shown in the submitted photos, unless WRITTEN permission is received from the Fair Sponsor and/or the promoter: The Advertising Alliance, Inc.**

All pertinent laws, codes & regulations of the Borough of New Providence & other authorities having jurisdiction over the New Providence Street Fair will bind vendors.

FOR FOOD VENDORS : we require a Certificate of Insurance, naming The Advertising Alliance, Inc. additionally insured. The forms needed for you to forward to your Insurance Co. will be mailed to your attention AFTER we receive your contract and Payment. Board of Health [BOH]& Fire forms will also be mailed to you. Completed BOH & fire forms must be sent directly to the proper persons in that Borough Department along with the respective BOH & Fire inspector permit fees made payable to that department.

The Advertising Alliance, Inc. reserves the right to reject any vendor who does not meet the specifications. Vendors may insure their wares at their own expense, & hereby hold harmless the Advertising Alliance, Inc. and it's sponsors from any & all liability resulting from injury or damage to vendors, their exhibits & employees & Fair attendees, within the vendor's assigned space. The Advertising Alliance, Inc. shall have full power in the endorsement and interpretation of all the rules and regulations contained herein, and the power to make amendments and further rules and regulations as it considers necessary for the proper conduct and success of the Event. **If it should ever rain on a raindate, the event will not be rescheduled and there will be no refunds of any kind.** The Advertising Alliance, Inc. will not be liable for the fulfillment of this contract as to the delivery of said exhibit space if nondelivery is due to any of the following causes: public enemy, war or insurrections, local or regional civil disturbances, strikes, fire, the authority of the law, By reason of an act of God, inclement weather or for any cause beyond their control. The Promoter and Sponsor, in the event of its not being able to hold the Event for any of the above named reasons will not reimburse Exhibitors.

Weather decisions are made on the morning of the event. We STRONGLY SUGGEST you come to the event for a decision, many times the weather Clears up before the start of the event.

There is a 50% charge for contracts cancelled more than 30 days prior to the Fair. NO REFUNDS on contracts cancelled within 30 days of Fair. Cancellations are to be **made IN WRITING & sent by mail** or faxed to 908-996-6466 with confirmation of receipt. ALL refunds are at the Discretion of the promoter, The Advertising Alliance, Inc.

The Advertising Alliance, Inc. will provide widespread promotion & publicity for the event.

NO SPACE WILL BE RESERVED OR ASSIGNED UNTIL FULL PAYMENT IS RECEIVED & THE CONTRACT IS PROPERLY COMPLETED AND SIGNED. PLEASE COPY BOTH SIDES OF THIS CONTRACT FOR YOUR RECORDS.

Thank you for your interest and we look forward to seeing you exhibit at our event!