

Hair Design & Beauty Expo

SUNDAY, OCTOBER 9, 2011 • COCOANUT GROVE, SANTA CRUZ

Vendor Application

Exhibit Booths

Exhibit booths are 8' x 8' and include:

- ⌘ Standard pipes and drapes
- ⌘ One (1) 2-1/2' x 6' skirted or draped table and two chairs.

Exhibitors

Will receive:

- ⌘ Two exhibitor badges per exhibit booth. Please get hand stamped for in-and-out privileges.
- ⌘ Two free parking passes for Saturday load-in and two free parking passes for Sunday Expo.
- ⌘ Business listing in the Central Coast Hair Design & Beauty Expo official program.

Booth Location

- ⌘ Booth assignments will be based on the date the application is received and the availability of booth(s) requested.

Booth Fee & Deposit

- ⌘ 8' x 8' booth fee is \$550.00
- ⌘ 8' x 8' corner booth fee is \$625.00
- ⌘ \$300.00 deposit per booth is required with application.
- ⌘ Balance of fee is due by September 9, 2011

Electrical Power

- ⌘ 10 amp electrical service available - \$25.00
- ⌘ Electrical power must be ordered in advance.

Cancellation Policy

- ⌘ Deposits will be refunded if application is not accepted.
- ⌘ No deposits/payments will be refunded if application is withdrawn.
- ⌘ If full payment is not received by September 9, 2011 the application may be withdrawn and the deposit retained by the Santa Cruz Seaside Company.

Expo Date & Hours:

- Saturday, October 8, 2011
 - Vendor setup 10:00 a.m. to 6:00 p.m.
- Sunday, October 9, 2011
 - Vendor setup 7:30 a.m. to 9:00 a.m.
 - Exhibits open 10:00 a.m. to 6:00 p.m.
 - Vendor teardown 6:00 p.m. to 9:00 p.m.
- Monday, October 10, 2011
 - Vendor teardown 8:00 a.m. to Noon

General Information & Conditions

- ⌘ All exhibitors are responsible for recruiting and coordinating their own models. There will be four (4) model passes per booth. There will be a charge for any additional model passes needed.
- ⌘ Exhibitors agree to occupy exhibit space and remain open and staffed during all show hours.
- ⌘ The exhibitor releases the Santa Cruz Seaside Company from all liability for any damage, injury or loss to any person or goods which may arise from the rental and occupation of the exhibit booth.
- ⌘ Exhibitors are responsible for delivery and handling of their own displays and materials. Advance deliveries will not be accepted by the Santa Cruz Seaside Company.
- ⌘ Exhibitors may not assign, sublet, or share booth without the knowledge and written consent of the Santa Cruz Seaside Company.
- ⌘ Exhibitors will be required to have all business licenses and other permits that are needed for their operations.
- ⌘ A food concession and beverage bar will be operated by the Santa Cruz Seaside Company and all receipts retained by the Santa Cruz Seaside Company.
- ⌘ Please do not tape, tack or nail anything to painted or papered surfaces. Any damages to the Coconut Grove facility caused by an exhibitor will be the responsibility of the exhibitor.
- ⌘ No handmade signs will be permitted. Only professionally made signs may be used.
- ⌘ Exhibitors should refrain from eating at booths during show hours unless absolutely necessary.
- ⌘ The entire facility is designated as a smoke-free environment during the event. No smoking will be allowed in any portion of the Coconut Grove.
- ⌘ The Santa Cruz Seaside Company retains the right to deny the distribution of any item deemed inappropriate or dangerous to consumers.
- ⌘ Promotional transactions and demonstrations are to be confined to the booth limits. No activity that may cause any aisle congestion is allowed outside of the assigned space. Each exhibitor must provide for the safety, comfort and consideration of persons watching the promotional demonstrations.
- ⌘ NO sound systems are permissible at the booth.
- ⌘ Promotional literature may not be distributed at any location other than the assigned booth.
- ⌘ Vendors will not be allowed to serve alcoholic beverages in the Coconut Grove.

Vendor Application

PLEASE COMPLETE FORM AND RETURN THIS PAGE WITH PAYMENT

www.cocoanutgrovesantacruz.com/hairshow

_____ Yes, I/we would like to participate in the 2011 Central Coast Hair Design and Beauty Expo.
 _____ No, I/we cannot participate in this event, but would like to be notified of future events.

Company Name _____

Contact Name _____

Phone (Days) _____

Phone (Evenings) _____

Address _____

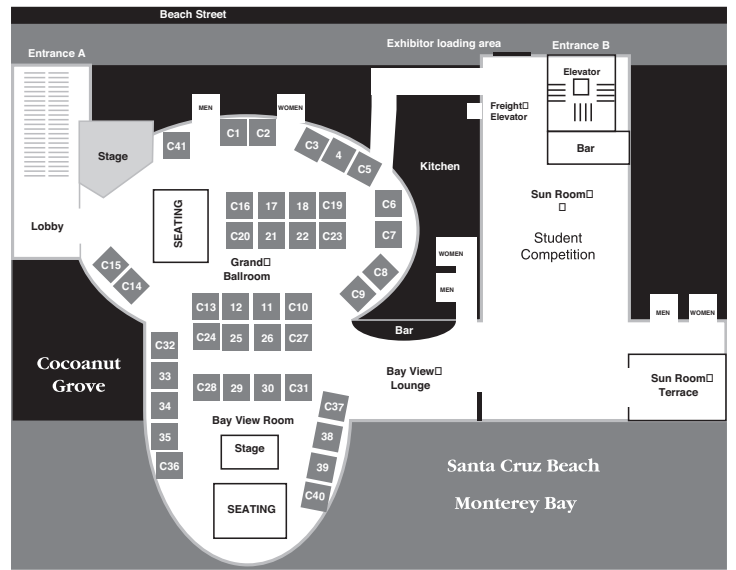
City/State _____

Zip _____

E-mail _____

California resale # _____

Type of products/services to be exhibited (brand names, type of product):



Please reserve the following booth(s) for me at the 2011 Expo:

8' x 8' = \$550.00 Corner 8' x 8' = \$625.00

Please give three choices for booth location: 1st _____ 2nd _____ 3rd _____

Please indicate preferred booth setup: Full booth Back only Space only 6' table 2 chairs

I will require electrical power and have enclosed \$25.00 in addition to other fees.

My check for \$_____ (\$300.00 deposit fee per booth plus other charges as indicated above) is enclosed.

NO PERSONAL OR COMPANY CHECKS WILL BE ACCEPTED AFTER September 9, 2011. THEREAFTER, EXHIBIT FEES MUST BE PAID BY CASH, MONEY ORDER OR CASHIER'S CHECK. Make checks payable to the Santa Cruz Seaside Company and mail payments and applications to the Coconut Grove, 400 Beach St., Santa Cruz, CA 95060-5491, ATTN: Gary Green.

For more information, please call Gary Green at (831) 460-3346.

I/we have read the General Information and Conditions on the previous page and agree to same.

Signature _____ Date _____