



APPLICATION AND CONTRACT TO EXHIBIT

Naturally Healthy Children's Expo
October 5,6, & 7, 2007, Chicago's Navy Pier
Questions? Call NHC Expo at (708)361-6000

COMPANY INFORMATION (as it should appear on all printed material, including guide to exhibits and booth ID sign)

Exhibiting Company Name: _____
Website: www. _____
Street Address: _____ Suite: _____
City: _____ State/Country: _____ Zip Code: _____
Telephone Number: _____ Fax Number: _____
Key Contact Name: _____ Title: _____
Key Contact E-mail address: _____

WHAT PRODUCT OR SERVICE WILL YOU BE EXHIBITING, or WHAT ORGANIZATION WILL YOU REPRESENT?

I would prefer not to be located near the following companies: _____

SPACE REQUIREMENTS • MINIMUM SPACE IS 5' X 10'

Our desired exhibit space is _____' depth by _____' frontage for a total of _____ sq. feet.

PREFERRED BOOTH CONFIGURATION

- Standard, in-line booth Corner (add \$100 per corner)
 Peninsula (for booths of 200 square feet or more) Island (for booths of 400 sq. feet or more)

Early applications mean significant savings for Naturally Healthy Children's Expo exhibitors.

- From May 2-August 31, 2007; cost for 10 x 10, 10 x 20, 10 x 30 etc. is \$12 per square foot. Cost for a 5' x 10' booth is \$900.
- From September 1 until the NHC Expo October 4, 2007, cost for 10 x 10, 10 x 20, 10 x 30 etc. is \$14 per square foot. Cost for a 5' x 10' booth is \$1100.
- Corner spaces add \$100 for all booth configurations.
- Not for profits may reserve 5' x 10' booth for \$600, or a 10' x 10' booth for \$900.

BASIC PAYMENT INFORMATION

Payments can be mailed to:
NATURALLY HEALTHY CHILDREN'S EXPO
7000 W. Southwest Highway, Ste 202
Chicago Ridge, IL 60415

Payments may also be faxed to (708) 361-6166.
(For security reasons, we ask that you do not e-mail your credit card number.)

\$300 required deposit due with this contract.

Final payment is due by September 1, 2007.

Thank you.

Exhibit Space:	\$ _____
= Total Cost:	\$ _____
Amount Paid:	\$ _____
Amount Still Owed:	\$ _____

METHOD OF PAYMENT: Check # _____ Amex Visa Mastercard
Credit Card number: _____ Exp. Date: _____ Security Code: _____
 Check here to have the remaining balance automatically charged to your credit card. By checking this box you authorize the NHC Expo to keep your credit card number on file and charge you the \$300 booth payment due on this contract, the 30% due 4/1/07 and the balance on 9/1/07.
Authorized Card Holder (print name): _____
Signature: _____

IF PAYING BY CHECK, please

- 1.) Complete this contract, 2.) Sign it, 3.) Make a copy, and 4.) Mail the original, with \$300 per booth payment.

AGREEMENT, CONTRACT AND TERMS

This agreement is entered into on this _____ day of _____, 200____, by and between NATURALLY HEALTHY CHILDREN EXPO (herein after referred to NHC Expo,) whose principle place of business is 7000 W. Southwest Highway, Chicago Ridge, IL, USA 60415, and (your company name) _____, whose principle place of business is (your address) _____.

My company agrees to abide by the terms and conditions in the accompanying document.

Name (print) _____

Signature: _____ Date: _____

For more information contact the NHC Expo Management at (708) 361-6000. Thank you.

For NHC Expo:
Initials: _____
Date: _____
Booth #: _____
Size: _____
Sq Ft: _____

CONTRACT TERMS AND CONDITIONS

Naturally Healthy Children's Expo October 5, 6, & 7, 2007 Navy Pier, Chicago

1. **ELIGIBLE EXHIBITS AND EXHIBITORS** – Eligible exhibitors are companies that support the NHC Expo's mission. These include companies that produce or sell natural health and/or environmentally friendly goods and services at the manufacturer, distributor, or retail level; educational organizations; holistic medicines and medical services; and supply other products/services/destinations in keeping with the NHC Expo philosophy. THE NATURALLY HEALTHY CHILDREN EXPO RESERVES THE RIGHT TO REJECT APPLICATIONS THAT, IN THE SOLE OPINION OF THE ORGANIZERS, ARE NOT IN ALIGNMENT WITH THE EXPO PHILOSOPHY. FOR FURTHER INFORMATION, PLEASE CONTACT EXPO MANAGEMENT AT 708-361-6000.

2. **STANDARD BOOTH EQUIPMENT** – The price of the exhibit space includes natural muslin background drape and, if ordered, a 7" x 44" sign containing the exhibitor's name on one side.

3. **SPACE RENTAL CHARGE** – Varies with the date this application is submitted. Unless otherwise negotiated, \$300 per booth reserved, is due with this contract. 30% will be due April 1, 2007 and final payment in full is due September 1, 2007.

4. **CANCELLATION OF CONTRACT** – In the event an exhibitor cancels their booth prior to Feb 1, 2007, NATURALLY HEALTHY CHILDREN EXPO (NHC Expo) will retain 50% of total exhibitor payments. Because of extensive NHC Expo financial commitments (based on exhibitor participation,) if an exhibitor cancels booth space Feb. 2, 2007, or after, NHC Expo is entitled to retain 100% of the exhibitor's total contract obligation. No refunds will be made, and exhibitor is responsible for the total balance of the booth agreement as outlined in the payment schedule. If all exhibit fees are not paid by September 1, NHC Expo may terminate this contract and retain all fees paid by the exhibitor.

5. **CONFLICTING EVENTS DURING NHC EXPO HOURS** – The exhibitor shall not extend invitations, call meetings, hold product demonstrations or press events or otherwise encourage absence of visitors/attendees from the exhibit hall during the hours of NHC Expo without express written consent from NHC Expo management.

6. **FAILURE TO HOLD EXPO** – In the event the Expo is canceled because of reasons beyond the control of NHC Expo, deposits already made will be returned to exhibitors on a prorated basis after all related expenses incurred by NHC Expo, through the date of cancellation, have been paid. However, exhibitors will not be reimbursed if the exposition is canceled, postponed, curtailed or abandoned due to an act of war, insurrection, terrorism, radioactive contamination, seepage, pollution and/or contamination. This non-reimbursement clause is due to NHC Expo's exclusions in coverage in its Expo Cancellation insurance.

7. **FORCE MAJEURE** – If Navy Pier or any part of the exhibit area thereof is unavailable, whether for the entire event or a portion of the event, as a result of fire, flood, tempest or any other such cause; or as a result of governmental intervention, malicious damage, acts of war, strike, terrorism, lock-out, labor dispute, riot or any other cause or agency over which NHC Expo has no control; or should NHC Expo decide that because of any such cause it is necessary to cancel, postpone, or re-site the Exhibit, or reduce the installation time, exhibit time, or move-out time, NHC Expo shall not be liable to indemnify or reimburse the exhibitor with respect to any damage or loss, direct or indirect, arising as a result thereof. This non-reimbursement clause is due to NHC Expo's exclusions in coverage in its Expo Cancellation insurance.

8. **LIABILITY** – Although guard service will be furnished for the exposition, neither NHC Expo nor Navy Pier can or will be responsible for damage to, loss, or theft of property belonging to any exhibitor, his agent, employees, business invitees, visitors, or guests. Nor can or will NHC Expo, nor Navy Pier, be responsible for injury caused to any attendee, worker, or exhibitor caused by negligence on the part of the exhibitor. Each exhibitor is expected to carry his/her own appropriate insurance.

The exhibitor shall protect, save, and hold NHC Expo and Navy Pier forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitor or those holding under the exhibitor, except for any damages or charges directly caused by the negligence of any of the foregoing indemnified persons or entities, as well as to strictly comply with the applicable terms and conditions contained in the agreement Navy Pier, and NHC Expo regarding the exposition premises; and further, the exhibitor shall at all times protect, indemnify, save, and hold harmless NHC Expo and Navy Pier against and from any and all losses, costs (including attorney's fees), damage, liability, or expense arising from or out of or by reason of an accident or bodily injury or other occurrence to any person or persons, including the exhibitor, its agents, employees, and business invitees, which arises from or out of or by reason of said exhibitor's occupancy and use of the exposition premises or a part thereof, except for those matters directly caused by the negligence of the foregoing indemnified persons or entities.

9. **DAMAGE TO PROPERTY** – The exhibitor is liable for any damage caused to building floors, walls or columns, or to standard booth equipment, or to other exhibitor's property. The exhibitor may not mar, tack, make holes, apply paint, lacquer, adhesives or other coatings to building columns and floors or to standard booth equipment.

10. **ADA COMPLIANCE** – Each exhibitor represents and warrants (i) that its exhibit will be accessible to the full extent required by law; (ii) that its exhibit will comply with the Americans with Disabilities Act ("ADA") and with any regulations implemented by that Act; and (iii) that it shall indemnify and hold NHC Expo harmless from and against any and all claims and expenses, including attorney's fees and litigation expenses, that may be incurred by or asserted against NHC Expo, its officers, directors, agents or employees on the basis of the exhibitor's breach of this paragraph or non-compliance with any of the provisions of the ADA.

11. **EXHIBITOR BOOTH** – The exhibitor booth space will include a standard background drape, side drape and a 7" x 44" sign in standard lettering company name printed on one side. Electricity, carpeting, telephone service, tables, chairs and wastebaskets may be purchased separately. Expo management has negotiated special discounted packaged rates for these additional services and items.

12. **FOOD VENDORS – IF YOU WILL DISTRIBUTE EDIBLE SAMPLES, OR SELL FOOD FROM YOUR BOOTH**, a certificate issued by the Chicago Department of Health is required. The application for certificate must be completed by the exhibitor and submitted to show management by Monday, September 3, 2007. Show management will coordinate the collection and submission of all applications. Certificate applications and food distribution guidelines will be part of the exhibitor manual available for exhibitors in July of 2007.

13. **IMPORTANT – IF YOU ARE NOT A CHICAGO BASED RETAILER AND WILL BE SELLING GENERAL MERCHANDISE**, including food from your booth, a special temporary retail license is required from the City of Chicago. An application must be completed by the exhibitor and submitted to show management by Monday, September 3, 2007. Show management will coordinate the collection and submission of all applications. Certificate applications will be part of the exhibitor manual available for exhibitors in July of 2007.

14. **TRADEMARK RESTRICTIONS** – Exhibitors are not allowed to display or sell trademarked or licensed product from their booth without the explicit permission of the trademark and/or license holder. This includes any "knock off" merchandise – product with an appearance very similar to that of trademarked or licensed product. If the exhibitor does not conform to the rule, they are liable to the full extent of the law.

15. **ASSIGNMENT OF EXHIBIT SPACE** – No space will be assigned until NHC Expo receives a completed application and booth deposit. Whenever possible, space assignments will be made in keeping with the preferences as to location by the exhibitor. In the event two or more firms request the same space, the application with the earliest date received will be considered first. NHC Expo reserves the right to make the final determination of all space assignments in the best interest of the exposition. NHC Expo may alter the location of exhibit spaces, at its sole discretion, in the best interest of the exposition.

17. **SUBLETTING OF EXHIBIT SPACE** – Exhibitors may assign, sublet or share their exhibit space with another business or firm once approval has been obtained in writing from NHC Expo. Exhibitors must display goods or services in keeping with the theme of NHC Expo. Identification of such articles shall be limited to the usual and regular nameplates, imprint or trademark under which it is sold in the general course of business.

18. **UNION LABOR** – If your booth space requires construction, and is larger than 10' x 20', exhibitors shall be bound by all contracts in effect between service contractors, Navy Pier, and labor organizations. Information about hiring union labor will be available in the exhibitor kit, available to all exhibitors in July of 2007.

19. NHC Expo Management expects that exhibit displays must be in the process of being set up and crates removed from the hall by 9:00AM on Friday, October 5, 2007. Notification of late set-up must be received at NHC Expo Management by Monday, October 1, 2007. NHC Expo may reassign any un-set exhibit space after 8:00AM on Friday, October 5, 2007, if previous arrangements for late set up have not been made.

20. **EXHIBITOR ADMITTANCE DURING NON-EXPO HOURS** – Booth personnel will have access to the exhibit floor during posted Expo hours and by special arrangement. Contact NHC Expo Management for details.

21. **DISMANTLING** – Exhibitor's displays shall not be dismantled or packed in preparation for removal prior to the official closing time of 6:00PM, Sunday, October 7. Every exhibit must be fully staffed and operational during the entire exposition. The dismantling of displays begins at 6:00PM Sunday, October 7. The deadline for removal of all displays is Sunday, October 7 at 10:00PM. At that time, all exhibitor displays or materials left in the booths without instructions will be packed and shipped at the discretion of NHC Expo's official service contractor, and all charges will be applied to the exhibitor.

22. **BADGES** – Each exhibitor will be allocated 2 staff badges per 10' x 10' space allocated. Additional staff badges can be purchased for \$10 each. Exhibitor badges will be required for entry into the exhibit hall at all times. Badges are not transferable and will be confiscated if worn by other than the person to whom issued. The clear view of the official NHC Expo badge shall not be obstructed. Therefore, business cards or any other materials are not to be used in the NHC Expo badge holders. Temporary badges for booth helpers will be available for the set up and dismantle of booths.

23. **AMENDMENT OF RULES** – The NHC Expo reserves the right to make changes, amendments and additions to these rules at any time and all changes, amendments and additions so made shall be binding on the exhibitor with the provision that all exhibitors will be advised of any such changes. Any matters not specifically covered herein are subject to decision by the NHC Expo.

24. **LAWS APPLICABLE** – This contract shall be governed by the laws of the State of Illinois. Exhibitor agrees to abide by the rules and regulations of Navy Pier and Chicago, IL.