



BOOTH SPACE APPLICATION AND CONTRACT

# 37th Annual World Deer Expo

Birmingham, AL BJCC Civic Center July 16th, 17th, 18th 2021

Email: [info@worlddeerexpo.com](mailto:info@worlddeerexpo.com) Office: 205-678-4141 Date: \_\_\_\_\_  
Website: [worlddeerexpo.com](http://worlddeerexpo.com) Alternate Line: 205-678-4142

The undersigned applicant, agrees to be legally bound, and hereby applies for booth space in the World Deer Expo, described above, subject to the terms, conditions, rules, regulations and requirements stated herein or made a part hereof by reference. The event is sponsored by the American Deer Hunters' Association, LLC and will be referred hereafter as the Sponsor. The Sponsor agrees, upon acceptance of this application and contract, to send confirmation of booth space according to the terms, conditions, rules, regulations and requirements as described herein and the terms and conditions as listed on our website under the Exhibitor tab, by deposit in the United States mail, addressed to the applicant or by email. Applicant applies for the following booths (list at least four choices) at the rent shown on the floor plan. By signing this "Booth Space Application & Contract", you are agreeing to all of the terms and conditions listed on this application as well as the FULL list of terms and conditions posted on the "Exhibitor Page" of our website.

<b>Preferred Visa/MC/Discover</b> _____	<b>Exp. Date</b> _____	<b>Security Code</b> _____	<b>Billing Address Info Associated with cc#:</b> _____
<b>BOOTH NUMBERS</b>	<b>TOTAL RENT</b>	<b>*Deposit is NON-REFUNDABLE PAYMENT ENCLOSED</b>	<b>Street Address</b> _____
1st Choice _____	_____	Standard 9'x10' Booths are \$550 Each	<b>Zip Code</b> _____
2nd Choice _____	_____		<b>*If there is a COLUMN in your booth please initial that you are Aware &amp; Approve of The Column in your Booth. **Exhibitor's Initials</b> _____
3rd Choice _____	_____		
4th Choice _____	_____		

**Make checks payable to: Bob Coker**

**Mail Check to: 1112 County Shop Road Clayton, AL 36016**

Number of tables you would like to rent for your booth \_\_\_\_\_ \$25 Each > \$ \_\_\_\_\_ Total  
Number of chairs you would like to rent for your booth \_\_\_\_\_ \$5 Each > \$ \_\_\_\_\_ Total  
If you wait until the show to rent tables/chairs there is a much higher charge.

\*You can bring your own tables/chairs to save money, but they are available for rent if that would be easier for you.  
3 **FREE** Exhibitor badges are included per booth. Any extra badges are \$10.00 each.

COMPANY NAME: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_ POSITION: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_

STATE: \_\_\_\_\_ ZIPCODE: \_\_\_\_\_ CELL PHONE NUMBER: \_\_\_\_\_

Aware that you must have entire booth setup out of building by 11:59pm Sunday night, **INITIAL HERE** \_\_\_\_\_

OFFICE NUMBER: \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_

**SIGN HERE:** \_\_\_\_\_ **POSITION:** \_\_\_\_\_

PRODUCTS TO BE SOLD: \_\_\_\_\_

**HOW DID YOU HEAR ABOUT THE SHOW? PLEASE CIRCLE ONE**

REPEAT VENDOR FACEBOOK GOOGLE EXPO DIRECTORY ATTENDED AS CONSUMER  
RECOMMENDED BY A VENDOR RADIO TV EMAIL SALES REP OTHER \_\_\_\_\_

**\* By signing this application you authorize ADHA, LLC to charge your credit card the non-refundable deposit now and AUTOMATICALLY run the balance on April 15th, if you have not already paid the balance. \*WE WILL NOT CALL YOU.**

**You also agree to have your entire booth setup out of the building by 11:59pm Sunday night(NO EXCEPTONS).**

**Standard Draped Booth consists of:**

1. Draped back wall (8' high)
2. Draped side walls (38" high)
3. One identification sign

**Subletting Booth Space:**

No applicant shall assign, sublet, or apportion the whole, or any part of the space allotted or display equipment or materials from other than his own firm or joint applicant in said space without the consent of the Sponsor.

**Removal Of Exhibits**

All exhibits must remain intact until final closing at 6:00pm, Sunday. All exhibits must be removed no later than 11:59pm, Sunday night or a \$1,000

Fee will be incurred.  
(NO EXCEPTIONS).

**Beverages & Food**

Exhibitors selling beverages or food to be consumed at the expo is prohibited.

**BOOTH SIZES & PRICES:**

**Upstairs Oversized** - #73-76 10'x20' - \$1500 each; 77 & 78: 10'x30' on top of 20'x20' - \$3500; #80-87 10'x30' each for a cost of \$2000 each; #88 50'x30' - \$12,500, #716-718 - \$2000

**Upstairs Standard Size** - #100-1811 9'x10' each - \$550 each

**Downstairs Standard Size** - #2004-2013, 2200-2925, 4100-4707 9'x10' each - \$550 each

**Downstairs Oversized** - #2014 - 2026 10'x17' each - \$900 each; #2100-2102 10'x16' each - \$1100 each; #2103 - 2107 10'x30' each - \$1200 each; #2108-2111, & 3006 - 3015 10'x25' each - \$1200 each; #4000-4009 10'x30' each - \$1200 each; #4720- 50'x50' - \$14,750; #4900-4908 10'x25' each - \$1200 each

**Applications** for booth space must be made by filling out the front page of the "Application & Contract for Booth Space" completed as requested and accompanied by the required payment. Products and services to be displayed must be specified on the application under the title Products to be sold.

The sponsor reserves the absolute right to decline any application for booth space.

**Exhibit Space & Floor Plan**

The exhibit space floor plan for this exhibit will normally be maintained as initially offered. The sponsor reserves the right, however, to modify the floor plan to the extent necessary for the best interest of the exhibition

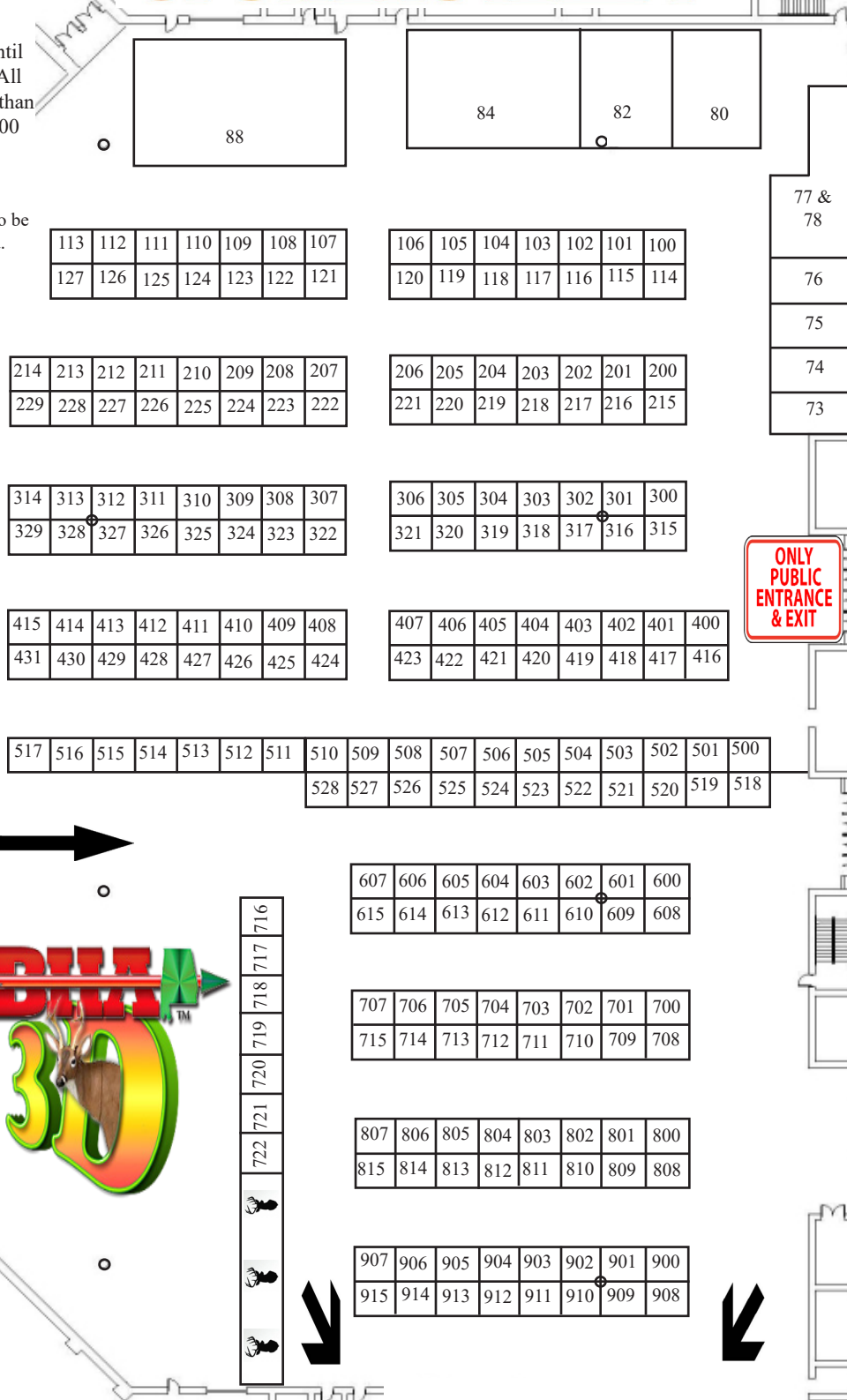
**Booth Assignment**

The Sponsor will assign booth space in accordance with the priority of date of receipt at the Sponsor's headquarters. Any conflicts in assignment will be decided by a special allocation committee.

All applications must be accompanied by the required payment and no phone reservations will be taken without a credit card to secure the **non-refundable** deposit. In the event that an applicant's choices have been previously assigned, the Sponsor will attempt to phone the Exhibitor to discuss which booths are still available.

If the Sponsor is unable to contact by phone, the Sponsor will assign booth space to the applicant. The Sponsor reserves the right to assign or reassign booth space so the arrangement of the floor plan is to the best interest of the expo and or the interest of the sponsor.

# UPSTAIRS HALL 1



**Loading Dock #4**  
Entrance/Exit for Exhibitor Set-up & Move Out

**DISPLAY CONSTRUCTION**

**A. Height Limits:** The standard booth height limit is 10 feet.

**B. Sidewalls:** All booths must provide "see-through" lanes extending four feet from the aisle into the booth and is limited to 38 inches in height.

**C. Exposed Walls:** All exposed parts of constructed displays must be finished to present an attractive appearance when viewed from aisles or other adjoining booths.

**D. Coordination with Adjoining Exhibitors:** The Sponsor, upon request, will advise an exhibitor which other exhibitors are occupying adjacent booths as they may mutually coordinate their booth construction. By doing so, it is frequently possible to eliminate the need for more than one divider to finish the back or side walls to fit in with adjoining constructions, and to generally cooperate in achieving an attractive exhibit.

**Standard Booths 9'x10' - \$550**

\$100 non-refundable deposit (PER 10ft) is due with Application. Balance is due prior to April 15th. There is a 10% late fee.

# UPSTAIRS HALL 2

## Booth Space Rent

The rent for each booth is specified on the exhibit space floor plan. Full payment is due BEFORE April 15th, of the year of the Expo. A late fee of 10% will be collected for each month your full payment is late. By accepting these terms and conditions, the applicant has given The American Deer Hunters' Association LLC authorization to charge their credit card the remaining balance of their booth space if it is not paid prior to April 15 of the same year of the expo. Those charges will occur on April 15 of the same year of the expo.

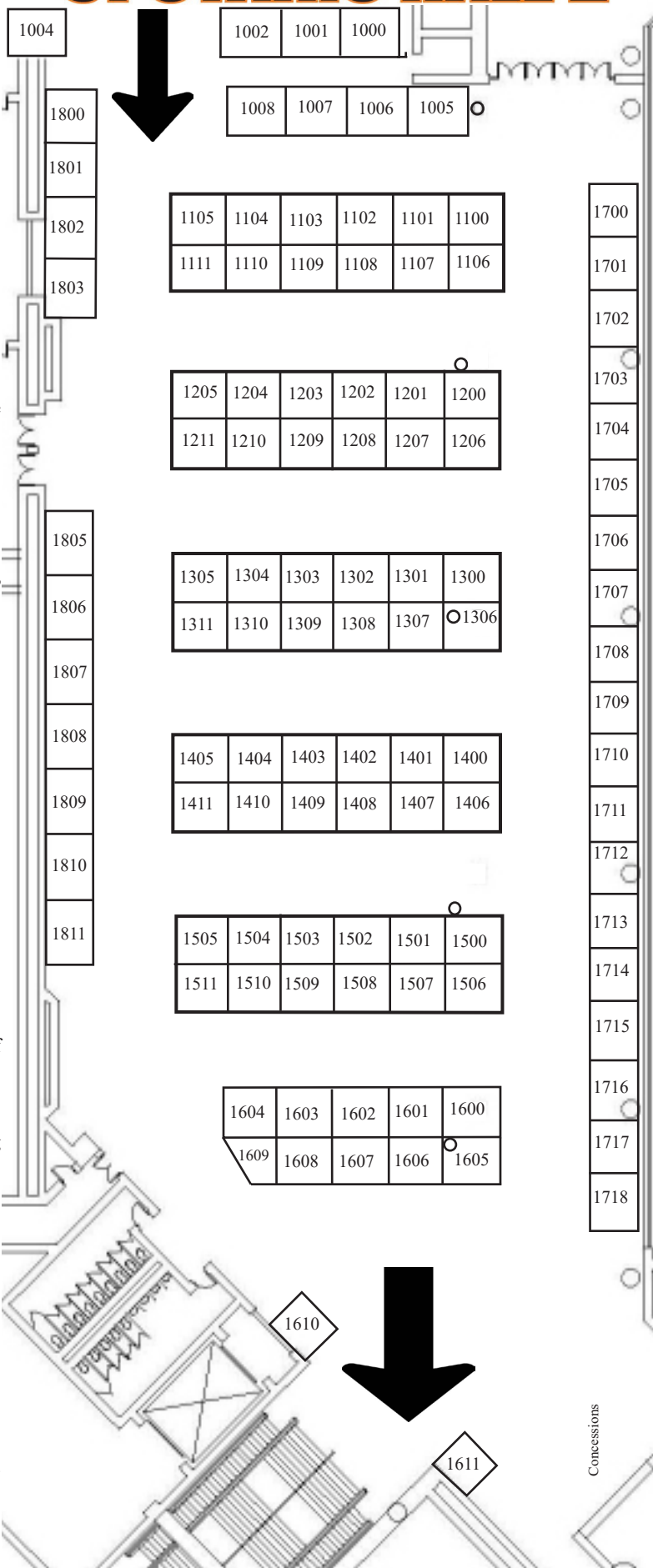
**\*If you have NOT PAID your balance by April 15th, of the same year of the expo, & you become "non-responsive" we will be forced to cancel your booth reservation. At that point, you/your company will be canceled as an exhibitor in the expo, WITHOUT RECEIVING ANY REFUND.**

## CANCELLATION AND WITHDRAWAL

Any applicant who cancels or withdraws from the exhibit regardless of the date, will owe the entire rent for the assigned space which will be retained by the Sponsor as cancellation fees. By accepting these terms and conditions the applicant has given The American Deer Hunters' Association LLC authorization to charge their credit card the remaining balance of their booth space if it is not cancelled before April 15 of the year of the EXPO.

## Arbitration Clause

Whereas, the Exhibitor is entering into a booth lease agreement with American Deer Hunters' Association, LLC. For and in consideration of this lease agreement, it is agreed that any controversy or dispute arising out of or relating to said lease shall be determined by arbitration conducted in Birmingham, Shelby County, Alabama, in accordance with the Federal Arbitration Act. Prior to the institution of the arbitration proceedings the parties shall notify each other of the existence of any controversy and shall attempt in good faith to resolve their differences within 15 days after the receipt of such notice.



If the dispute cannot be resolved within the said 15 day period either party may file a written demand for arbitration with the other party. The party filing such a demand shall simultaneously specify such party's arbitrator giving the name, address, and telephone number of said arbitrator. The party receiving such notice shall notify the party demanding arbitration of such receiving party's arbitrator, giving the name, address, and telephone number or said arbitrator within 10 days of the receipt of such a demand. The arbitrators named by the parties need not be neutral, but must be a licensed attorney approved by the American Arbitration Association. The Circuit Judge of the Circuit Court of Shelby County Alabama, on request by either party, shall also appoint a neutral licensed attorney to serve as the third arbitrator and shall also appoint an arbitrator for any party refusing or failing to name his arbitrator within the time herein specified. The arbitrators thus constituted shall promptly meet, select a chairperson, fix the time (taking into account the complexities of each case and the time needed for the parties to prepare for arbitration), and place of the arbitration (Birmingham, AL), and notify the parties. The decision of the majority of the arbitrators shall be final, binding, and conclusive upon the parties hereto and judgment upon the award in any such arbitration may be entered in any state or federal court having jurisdiction. In making their decision the arbitrators shall consider only material evidence that is pertinent, relevant, and probative to or of the issues presented or raised in the arbitration proceeding. In any controversy or dispute arising out of this agreement where the arbitrators have determined that The American Deer Hunters' Association LLC must pay damages, the sole damages, if any which may be considered or awarded by the arbitrators shall be actual damages and shall not consider or award any other types of damages including without limitation remote non-economic, consequential, punitive, or exemplary damages.



Further, it is the intent of the parties that no claim arbitrated hereunder shall be arbitrated on a class wide basis or in proceeding in the nature of the class action. Each party shall pay expenses of its own arbitrator & share the expenses of the third arbitrator & the arbitration with the other parties.

Notwithstanding this agreement nothing shall bar American Deer Hunters' Association LLC or its assign from proceeding in a court of law or equity to resolve disputes or controversies arising in connection with a debt note or other monetary obligation owed to them by the Exhibitor or from seeking or obtaining injunctive relief under the usual equity rules including without limitation the applicable rules for obtaining specific performance restraining orders and preliminaries injunctions.

**Limitation of Liability** - Applicant covenants and agrees to protect, indemnify and save harmless the Sponsor, its service contractors, and the Exhibit Hall management from any and all liability, damage, or expense arising out of or connected with any injury to any person while in the applicant's exhibit area, or loss, theft, damage, or injury to property, resulting directly or indirectly from any act or omission of the applicant or failure of applicant to comply with any of the terms and conditions of the Application & Contract or of the Applicant & Exhibit rules & regulations, or of the terms of the written lease entered upon by and between the Sponsor & the applicant or of the rules and regulations of the applicant, or of the laws of the United States. The applicant is responsible for the total rent for booth space irrespective of the date or reason of such cancellation and withdrawal, including withdrawal by the applicant because of failure of exhibit to arrive for any reason, or cancellation by the Sponsor as the result of the action by the Exhibit Hall Management or the result of strikes, lockouts, acts of God, inability to obtain labor or materials, government actions of whatsoever nature, war, civil disturbances, fire, unavoidable causality, or other causes whether similar or dissimilar beyond the control of the Sponsor. In the event of cancellation by the Sponsor as a result of the aforesaid causes the applicant expressly waives such liability and releases the Sponsor of and from all claims for damages and agrees the Sponsor shall have no obligations to applicant.

**POLICY FOR SELLING OR DISPLAYING GUNS AT THE BJCC:**

Effective: July 1, 2011  
Includes Exhibit B: "excepted disabling procedures for individual type guns"

1. Every firearm (i.e. a gun brought into the facility for any reason; for display, sell, trade, including a vendor's "personal" gun) entering the room via a vendor or patron be physically and personally inspected by an off duty Police Officer (approved by BJCC Management and paid by the promoter) or assisted by the promoter or his representative under the off duty officer's supervision to ensure every weapon is unloaded and disabled to discharge. Promoter must provide a discharge barrel.

2. Every firearm entering the room, via a vendor or patron, must be physically inspected and have either a locked trigger guard in place at all times or a cable, strap or plastic tie that when attached properly will absolutely prevent the weapon from being loaded and discharged by accident or on purpose. Violation by any vendor or patron results in immediate expulsion of that individual or company from the show. Upon a second violation occurring at a show or upon the first discharge of a weapon at a show, then the show will immediately be terminated for that weekend, and the room vacated, with no refund to promoter, patrons or vendors by the BJCC or Sheraton.

3. ATTACHED is Exhibit B. "Accepted disabling procedures for individual type guns"

4. Limited sale of live ammunition allowed inside the building. Only the sale of ammunition packaged in sealed containers will be allowed to be sold or displayed in the BJCC. The possession, sale, or display of loose or unsealed ammunition is absolutely prohibited. This does not apply to ammo components sold separately. Immediate expulsion will result for anyone discovered possessing loose or unsealed ammunition. Violation by any vendor or patron results in immediate expulsion of that individual or company from that show.

Exhibit B:  
"Accepted procedures for disabling individual type guns"

Effective: Tuesday, April 02, 2002

Black Powder Weapons – each weapon is to be checked for active primers. The hammer will then be tied in a fashion to insure that it will not strike the primer hole if fired.

Revolvers – each revolver is to be tied so that the hammer cannot be fired. The cylinder will still be able to be opened, but the hammer cannot be fired. An alternative method is to use a small tie around the hammer to insure it cannot fire.

Commemorative Weapons – Every effort should be made to insure the weapon is unloaded and also to keep the value of the weapon intact. This is only area that the security will have discretion in how to tie the weapon to achieve both goals. If it cannot be secured then it will not be allowed in the building.

Hammerless Revolvers – should be tied with a tie through the barrel. This is the only way to prevent the weapon from being loaded or fired.

Semi-automatics Handguns – must be strapped with the plastic tie through the barrel. No other method is acceptable.

Single Action Revolvers – these may be tied either with the hammer tied to the frame so it will not move or it can be tied with the tie on the hammer so it will not be able to strike the firing pin.

Bolt Action Rifles – the bolts must be open and a tie put around the bolt so it will not close. The bolt may be removed, but it must be off the table or tied to the rifle so no one could put the bolt back in without the exhibitor knowing it.

Semi-automatic Rifles – the weapon must be tied with the bolt open and so it cannot be closed. It should also be tied so that a magazine cannot be placed in the weapon.

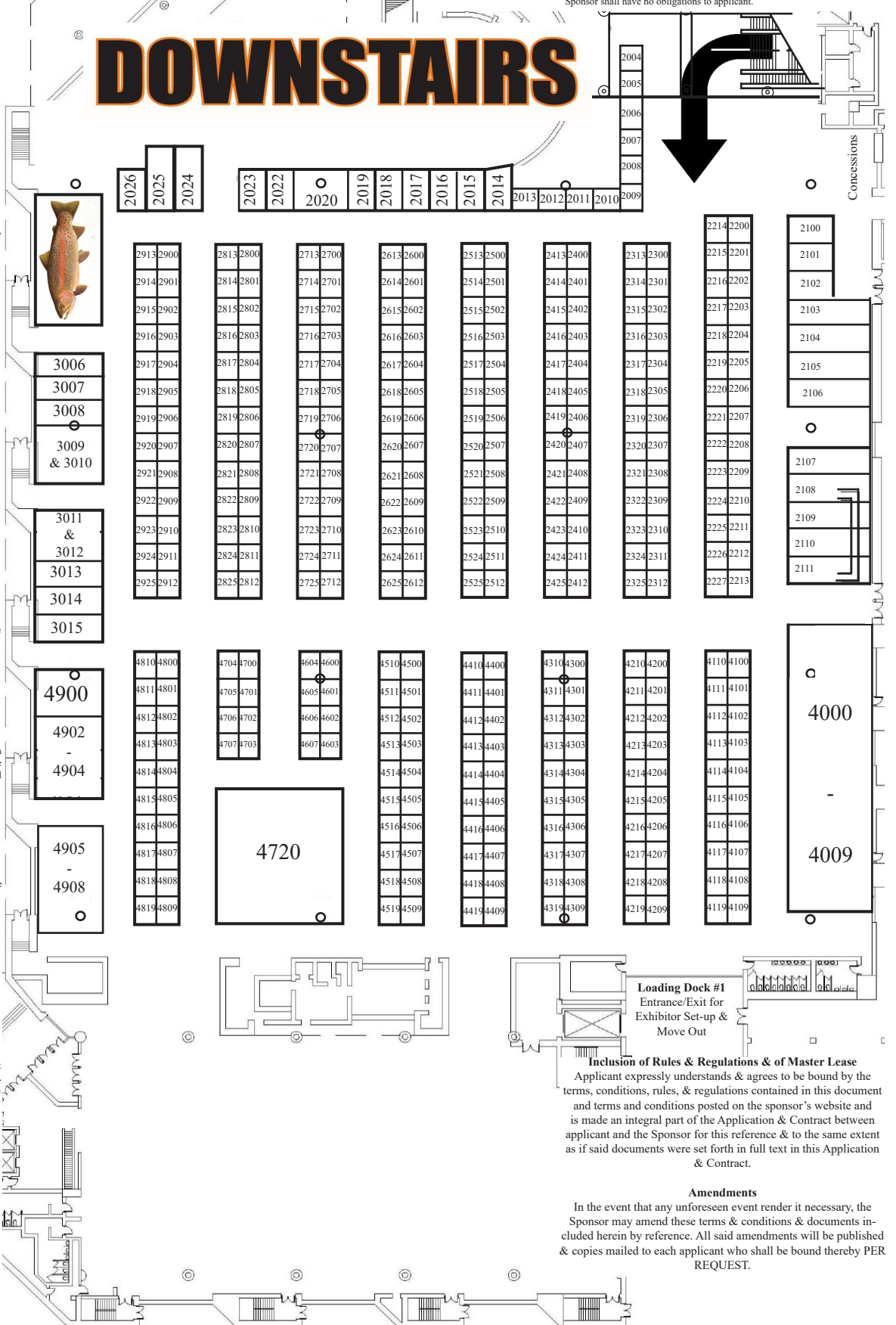
Ruger Number One Rifles – this is a very hard weapon to tie down. The bolt lever must be tied in a manner that will prevent it from closing completely. This will prevent the weapon from firing. If it cannot be secured then it will not be allowed in the building.

Lever Action Rifles – the hammer must be back with the tie between the hammer and the hammer block. The lever will be free to open so it can be checked for empty, but the hammer cannot strike the firing pin if the trigger is pulled.

All Break Open Rifles, Shotguns, Double Barrel Shotguns, or Over-Under Shotguns – the only way to insure these weapons will not fire is to either take them apart into two halves or to tie the strap as to prevent them from being closed. This is with the tie being put where the hinge is.

Browning .22 Rifles – this is the bottom fed rifle. There is no real way to tie these down. A tie must be put into the barrel and part of the tie will be prominently displayed out of the action so a round cannot be fed into the chamber. If it cannot be secured then it will not be allowed in the building.

# DOWNSTAIRS



**Inclusion of Rules & Regulations & of Master Lease**  
Applicant expressly understands & agrees to be bound by the terms, conditions, rules, & regulations contained in this document and terms and conditions posted on the sponsor's website and is made an integral part of the Application & Contract between applicant and the Sponsor for this reference & to the same extent as if said documents were set forth in full text in this Application & Contract.

**Amendments**  
In the event that any unforeseen event render it necessary, the Sponsor may amend these terms & conditions & documents included herein by reference. All said amendments will be published & copies mailed to each applicant who shall be bound thereby PER REQUEST.