

2012 RIVER HILLS BOAT & RECREATION SHOW
River Hills Mall-Mankato, Minnesota
March 2, 3 & 4, 2012

We are pleased to provide your company with the following information on one of southern Minnesota's and northern Iowa's Largest attended events, the 17th annual, River Hills Boat & Recreation Show at the River Hills Mall in Mankato, Minnesota.

All Boat and Recreational displays are restricted to New, Demo or Carry Over display units. Exhibiting dealers must have a current Manufacturer contract on all units displayed. "No used merchandise."

The River Hills Mall is the "Dominant Regional Shopping Destination" for individuals and families in southern Minnesota and northern Iowa.

Estimated attendance of this event should exceed 60,000 individuals. This estimate is based on previous weekend traffic history supplied by River Hills Mall Management. River Hills Mall is the "Dominant Regional Shopping Destination" for individuals and families in South Central Minnesota and North Central Iowa.

The following information is from a demographic survey conducted for River Hills Mall as well as Census information about the River Hills Malls retail trade area.

Attractive Market Demographics

- * Median Customer Age 36.2 Years.
 - * Median Household Income \$49,866.00.
 - * Retail Trade Area Includes Over 22 Counties.
 - * Over 79,000 Employees Within 5 Mile Facility Radius.
 - * 24% Of Primary Market Have Household Incomes In Excess of \$75,000.00.
 - * 40% Of Primary Trade Area Are Between The Ages Of 25 and 54.
- In general customers visit the River Hills Mall an average of 45 times per year. The typical customer spends 84 minutes in the mall, visiting 2.3 stores and making purchase at 1.1 stores. Average expenditure per customer is \$51.00. Average annual expenditures are \$1,751.00 with females spending on average in excess of \$1,890.00.+ +Clarita Prime Location Survey December 2009/River Hills Mall Customer Survey.*

Learn More About The River Hills Mall by Visiting: www.riverhillsmall.com

We utilize the areas leading News and Entertainment Mediums along with other regional mediums, to attract individuals and families to this timely event.

A proven event such as the River Hills Boat & Recreation Show can be aggressively utilized to directly communicate with potential customers. The opportunity to discuss your companies product, destination or service, face to face with potential customers could bring greater results from your advertising investment in the coming year.

Sharing Of This Exhibit Information Is Encouraged"

If you know of other businesses or individuals who could benefit from participating in this timely event, your assistance in sharing this information would be greatly appreciated. They can be referred to our event website at: www.mankatomnshows.com

Reserve your space today for what is sure to be a successful addition to your promotional calendar. If you have any questions regarding this event, or the information on the following pages, please contact our office at (507) 387-7469 FAX at (320) 438-2305 email: mankatomnshows@gmail.com

Your Interest and Consideration is appreciated.

Sincerely,

B & J PROMOTIONS

Bradford Hansen

Julie Hansen

B & J PROMOTIONS

P. O. Box 1926 North Mankato, Minnesota 56002-1926

Telephone (507) 387-7469 mankatomnshows.com Fax (320) 438-2305

2012 RIVER HILLS BOAT & RECREATION SHOW

Exhibit Rules & Information

- Location:** River Hills Mall, 1850 Adams Street, Mankato, Minnesota.
- Show Dates:** Friday, March 2, Saturday, March 3, and Sunday, March 4, 2012.
- Show Hours:** Friday and Saturday, 10:00 A.M. to 9:00 P.M. Sunday, 11:00 A.M. to 6:00 P.M.
- Exhibit & Bulk Display Details:** Exhibit spaces are 10 Feet wide x 8 Feet deep. 8 Feet Back and 3 Feet Side Curtains will be provided for Exhibit spaces. Bulk display areas are based on the running length of a display in feet with a width measuring 16 feet.
- Exhibit Rates:** Exhibit Space Rate...\$300.00 each. Bulk Exhibit Rate...\$19.00 per running foot.
- Electrical: extension** 110 electrical outlets are available at \$35.00 per exhibit. Note: 220 is not available. Grounded cords in a length of at least 20' should be brought for your exhibit.
- Reserving Space:** To reserve your exhibit space in the River Hills Boat & Recreation Show, a deposit of 1/2 of the total amount including electricity, must be returned with contract.
- Final Payment:** Final payment is due and payable by Friday, February 18, 2012.
- Bulk Move In:** Thursday, March 1, 9:15 P.M. to 12:30 A.M. all Bulk and Wheeled Displays. Bulk exhibit display materials must be able to enter through a 11' 6" Wide x 11' 6" High door. Display materials cannot exceed 10' 6" inches in height.
- Carry In Display Move In:** Friday, March 2, 7:00 A.M. to 9:30 A.M. Service entrance doors will be used for items that can be carried in. Doors and entrances to be used will be marked. B & J Promotions personnel will be available to assist in locating your exhibit space. Any exhibit not occupied by 8:30 A.M. on Friday, March 4, will be reassigned to another exhibitor.
- Move Out:** Exhibit Move Out will begin after the conclusion of the show at 6:15 P.M. On Sunday, March 4. All Exhibits must be removed from the mall on Sunday, March 4, 2012.
- Security:** Your company's personnel will be responsible for the security of your exhibit and personal items contained within. River Hills Mall and its property are patrolled by Security.
- Display Materials:** Use of your own tables, chairs and carpet, is necessary. These items will not be provided by show sponsor.
- Exhibitor Restrictions:** All exhibits must have at least 1 sign identifying the exhibit. No hand lettered or stencil lettered signs will be permitted as exhibit identification.
- Tables must be skirted and covered. Skirting must be clean and reach from table top to just at the floor.
- Distribution of any food or beverage is not allowed without knowledge of the Sponsor.
- Additional information relating to participation in the Boat & Recreation Show is included in the Contract for Exhibit space, or will accompany the final statement.

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2012 RIVER HILLS BOAT & RECREATION SHOW

Contract For Exhibit Space

B & J Promotions, hereafter referred to as SPONSOR, grants to the company listed below, hereafter referred to as EXHIBITOR, the right to exhibit space at the 2012, River Hills Boat & Recreation Show, subject to the terms and conditions on the reverse of this contract. We the undersigned, have read and agree to abide by all rules and regulations governing this show as outlined on the reverse of this contract.

PLEASE TYPE OR PRINT THE FOLLOWING INFORMATION

Exhibiting Company _____ Date _____
Address _____ Suite _____ PO Box _____
City _____ State or Province _____ Zip _____
Telephone _____ Cell Phone _____ Fax _____
Email Address _____
Web Address _____
By _____ Signature _____ Title _____
My Company Will Be Exhibiting

Exhibit Space is available per Exhibit Space(s) or per Running Foot.
Location will be determined by the amount and type of space requested.

PLEASE TYPE OR PRINT THE FOLLOWING INFORMATION REGARDING THE NUMBER OF EXHIBIT SPACE(S) REQUESTED

My company will need 1 or 2 Exhibit Space(s) at \$300.00 per space. () x \$300.00 per space.----- \$ _____
Bulk Exhibit Space 16 Feet Wide by () Running Feet at \$19.00 per running foot.----- \$ _____
Electricity; 110 electrical, \$35.00 per exhibit.----- \$ _____
Total Exhibit Investment.----- \$ _____
Deposit: (1/2 of the Total Investment of the Exhibit Space Leased) to be returned with contract.-----< \$ _____
Final Payment: Final Balance due and payable by February 18, 2012. ----- \$ _____

Please Complete The Following Only If Paying By Credit Card
PLEASE TYPE OR PRINT ALL INFORMATION OTHER THAN REQUIRED SIGNATURE.

___ Visa ___ MasterCard ___ Discover Authorized Amount Of Payment \$ _____ - ___ Authorization Date ___/___/___
Credit Card Number _____ Credit Card Expiration Date ___/___
Signature Of Card Holder _____ Please Print Same Name _____
Name On Credit Card _____ Card Holder Telephone () _____
Card Holder Address _____ City _____ State _____ Zip _____

OFFICE USE ONLY

Received and Adopted, Month _____ Date _____ Year _____ By: _____

Spaces Assigned: 1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ 7. _____ 8. _____

First Deposit # _____ Deposit Date _____ Year _____ Amount \$ _____

Final Deposit# _____ Deposit Date _____ Year _____ Amount \$ _____

All Payments Are To Be Made Payable To:

B & J PROMOTIONS

P. O. Box 1926 North Mankato, Minnesota 56002-1926

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A Copy Of Your Contract Will Be Returned With Your Final Statement.

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EXHIBIT RULES AND REGULATIONS

B & J PROMOTIONS, hereafter referred to as SPONSOR, grants to the company listed on the reverse, hereafter referred to as EXHIBITOR, the right to exhibit space at the **2012 River Hills Boat & Recreation Show**, subject to the terms and conditions of this contract as outlined below. This application and contract shall not be binding until accepted and signed by show SPONSOR.

SHOW LOCATION: River Hills Mall 1820 Adams St. Mankato, Minnesota 56001

SHOW DATES: Friday, Saturday, and Sunday, March 2, 3 & 4, 2012

SHOW HOURS: Friday & Saturday 10:00 A.M. to 9:00 P.M. Sunday 11:00 A.M to 6:00 P.M.

Exhibit Deposit and Reserving Exhibit Space: A deposit of ½ of the Total Investment for the exhibit area leased must accompany the signed contract to reserve exhibit space.

Final Payment: Final payment is due by February 18, 2012.

Move In: Exhibits can be assembled on Thursday, March 1, from 9:15 P.M. to 12:30 A.M. and on Friday March 2, from 7:00 A.M. to 9:30 A.M.

All exhibits must be assembled by the opening of the show at 10:00 A.M. on Friday, March 2. SPONSOR reserves the right to substitute and or reassign exhibit location in the event of uncontrollable circumstances.

Move Out: NO EXHIBITOR will remove their exhibit in part or whole, prior to 6:00 P.M. on Sunday, March 4. All exhibits must be removed from the interior of the facility on March 4, 2012. If EXHIBITOR fails to remove their exhibit, the SPONSOR will do so and expenses incurred shall be the responsibility of the EXHIBITOR.

Exhibit Space: An exhibit space is 10 Feet wide by 8 Feet deep. Bulk Displays are 16 feet wide. All exhibits must be confined to the limits of the EXHIBIT space. Aisle space shall not be used for exhibits or demonstrative purposes. SPONSOR has final authority to allocate the amount and location of space in the exhibition facility. SPONSOR will provide 8 foot back and 3 foot side curtains for each exhibit space.

Character of Exhibits: SPONSOR reserves the right to restrict, prohibit, or remove any exhibit or exhibitor which in the SPONSOR'S judgment may be offensive or detract from the general character of the show. This reservation includes persons, noise, items, conduct, printed material, or anything of an objectionable character which may detract from the general character of the show. Personal items should remain out of view. EXHIBITOR may not assign contract, or sublet the contracted space or any part without prior approval of SPONSOR.

Insurance: EXHIBITOR must provide a Certificate of Insurance totaling no less than \$100,000 General Liability Insurance to SPONSOR by February 18, 2011.

Drapery and Signage: Tables must be skirted and covered. Use of your own display materials such as; tables, chairs and carpet are required. Skirting must be clean, of a solid color, and reach from table top to just at the floor. Each Exhibit must be identified by at least one sign. Hand lettered or stenciled signs will not be permitted.

Electrical: 110 electrical outlets are available at \$35.00 per exhibit space. 220 is not available. (If electricity is needed, please indicate on the reverse of contract.) Grounded extension cords in a length of at least 20 Feet should be brought for your exhibit.

Drawings, Registration & Raffles: Drawings or Registrations by the public for door prizes from EXHIBITOR is permissible. EXHIBITOR conduction a Paid Raffle must obtain and possess the appropriate state license which shall be available for inspection upon demand at the show.

Security: EXHIBITOR and their employees are responsible for the security of their exhibit. After show closing, River Hills Mall and its property are patrolled by Security personnel.

Building, City, and State Regulations: EXHIBITOR agrees to, upon inspection, obey and abide by all rules related to participation by Building Inspector, Fire Marshal, State Health Inspector and such other departments and officials who regulate exhibits.

Sales Tax: All EXHIBITORS making sales during the show which are subject to sales tax shall be responsible for the proper collection and reporting.

Food and Beverage: EXHIBITORS may not distribute or sell food items without prior approval from SPONSOR.

Liability and Indemnification: The SPONSOR, Co-SPONSORS, Show Decorator, River Hills Mall L.L.P. its direct or indirect parents and subsidiaries and or affiliated entities, successors, as well as any current or future directors, officers, agents, or employees of, shall not be liable for the safety or security of exhibits or any other property nor shall they be liable for any bodily injuries or other damages arising out of the exhibit area or on River Hills Mall property. EXHIBITOR agrees to indemnify and hold SPONSOR, Co-SPONSORS, Show Decorator, River Hills Mall L.L.P. its direct or indirect parents and subsidiaries and or affiliated entities, successors, as well as any current or future directors, officers, agents, or employees of, harmless from any damage, liability, loss or deficiency arising out of, or resulting from the use of exhibit space by EXHIBITOR, employees, sub-contractors, and guests.

Final Exhibit Packet: The Final Exhibit Packet will include detailed information on the following: Sales Tax, Lodging, Fuel Powered Equipment regulations, as well as other information pertaining to participation in this event.

Cancellation and Forfeiture of Payment: If an EXHIBITOR'S leased space is not fully paid for by February 18, 2012, SPONSOR may terminate this contract and reassign the space to another EXHIBITOR. If Exhibitor does not claim or occupy the assigned space(s) by 8:30 A.M. on Friday, March 2, 2012, SPONSOR may terminate this contract and reassign the space(s) to another EXHIBITOR. In neither case shall the defaulting EXHIBITOR be entitled to the refund of any sums paid in advance for such space. Should SPONSOR fail to hold this event it shall promptly refund all EXHIBITOR sums paid. Such refund shall be accepted by the EXHIBITOR in full settlement of all loss or damage suffered by the EXHIBITOR. Should EXHIBITOR find it necessary to cancel his exhibit space, all funds will be returned if another EXHIBITOR can be found to replace the canceling EXHIBITOR prior to February 18, 2012. Cancellation by the EXHIBITOR after that date will result in the forfeiture of all payments.

Collection and or Insufficient Fund Fees: Collection and Legal Fees will be charged to EXHIBITORS, who have either contracted for exhibit space and fail to appear at event or for any and all outstanding balances as they may be. Returned check fees are \$35.00 per occurrence.

Force Majeure: If the River Hills Mall or any part of the exhibit area thereof is unavailable whether for the entire Show, or a portion of a Show as a result of fire, flood, tempest or any other such cause, or as a result of governmental intervention, malicious damage, acts of terrorism, acts of war, strike, lock-out, labor dispute, riot or any other cause it is necessary to cancel, or postpone the Show, or reduce installation time, event time or move out time, or change in exhibit location the SPONSOR shall not be liable to indemnify or reimburse the EXHIBITOR in respect of any damage or loss, direct or indirect expenses arising as a result thereof.

Revisions: SPONSOR may revise or amend terms and conditions of this contract, which are binding upon exhibitor.

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