



**Seneca Niagara Casino & Hotel,**  
**310 Fourth Street, Niagara Falls, NY, 14303**  
 Hours, dates subject to change; exhibitors will be notified.

*Questions?*  
 716-884-5391

**Space Application**

Please review & submit this space application to us. By your signature you agree to terms & conditions stated above and on back of this page and to all agreements between Event Management, event's venue and official service contractor. This application constitutes a binding agreement when accepted by Buffalo Bridal Association. The individuals whose signatures appear below warrant and represent that they have authority to enter into this agreement on behalf of the company or organization represented.

**1**

Company: \_\_\_\_\_ TEL: \_\_\_\_\_  
 As you wish company name and phone to appear in event program. If we should contact you at other phone #, indicate below at "Notes".

Contact person (please print name neatly): \_\_\_\_\_  
 Mailing address: \_\_\_\_\_ FAX: \_\_\_\_\_  
 City/ST/Zip: \_\_\_\_\_ E-mail addr: \_\_\_\_\_

Check if show material should be sent to another address (indicate below at NOTES).  
 Brief description of products/services to be offered at event: \_\_\_\_\_  
 \_\_\_\_\_

Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

**2** Payment terms: Reserve for our use \_\_\_\_ 8 x 10 spaces. Electrical hook-ups billed separate through Seneca Niagara Casino and Hotel (form will be mailed prior to Expo). A \$195 non-refundable deposit is due with this agreement. Credit card balances will be auto-charged when due if payments are not received by that time. Also space assignment may be forfeited if payment is not made.

\$ <u>795.00</u>	_____	\$ <u>195.00</u>	\$ _____
Single Booth	Additional Space/\$600 Features	Deposit	Final Payment Due 1/10/12

**Pay by check or credit card (Visa/MasterCard):**  
**Buffalo Bridal Association 2727 Harlem Road Cheektowaga, NY 14225**

Card Type: \_\_\_\_\_  
 Number: \_\_\_\_\_  
 Expiration Date: \_\_\_\_\_

Notes: \_\_\_\_\_  
 \_\_\_\_\_



2727 Harlem Road Cheektowaga NY 14225  
 Telephone (716) 884-5391 FAX (716) 884-1803  
 E-mail: Info@buffalobridalassociation.com

Please Fax Form Or Mail To Address Above

## EXHIBIT SPACE RULES AND REGULATIONS

- 1. Term.** This agreement will commence upon signing by Exhibitor ("You"/"Your") and shall continue until "Event" is completed and all terms & conditions are fully fulfilled. Event Management ("Management") reserves the right to terminate Event if the use or occupancy of the event premises will be materially interfered with by reason of fire, casualty, acts of God, any other emergency or other act or event not the acts of God, any other emergency or other act or event not the fault of the Management during any period of time which is critical to the success or production of the show. Termination shall not constitute a breach of this contract. Management shall not be responsible financially or otherwise in case Event is canceled, postponed or relocated for any reason beyond its control. This agreement shall not be in force until accepted by Management, which reserves the right to cancel this agreement without further obligation at any time prior to event opening by rescinding all future obligations under this contract. Management may also cancel this contract for cause if You have failed to pay as agreed or if You fail to perform any material term or condition of this agreement.

You may cancel this agreement via written notice to Management by registered mail postmarked 45 days prior to event opening. Full payment is otherwise due as stated on reverse.

**FEES:** (A) Exhibitor shall pay a fee of \$40 for any check presented that is returned by the bank, (B) a fee of \$20 for any late payment, (C) a fee of \$50 for any balance unpaid as of seven (7) days prior to the event.

- 2. Liability and Insurance.** Management is not responsible or liable in any way for any injury to person or property, loss or damage of any kind sustained by You, your employees or any other person by reason of fire, theft, water, accident, or negligence of Management or any of its servants, agents or employees or any other cause whatsoever, except in cases of gross or sole negligence or willful misconduct. It is also understood that You will indemnify and hold harmless Management from damages, loss, cost or expense, including costs of defense and reasonable attorney fees of any and all kind arising out of sole or contributing negligence of You, your employees, servants or agents or Management or otherwise.

You are responsible to insure your own exhibit, personnel & materials from any damage or loss through theft, fire, accident or other cause. You will maintain liability insurance with respect to both the property damage & personal injury with companies with sound responsibility authorized to do business in the state of the event.

- 3. Licenses.** You shall be required to obtain and keep in force any & all licenses for operation of your business. This includes use of any copyrighted music whether live or recorded licensed by ASCAP, BMI, or SESAC, for which you solely responsible & agree to hold harmless and defend Management in the event of unauthorized use.
- 4. Use of Space – limitations.** You shall neither assign nor sublet any part of your exhibit space without written permission of Management. It is expressly agreed Management is under no obligation to grant such permission. Further, You shall not exhibit or permit to be exhibited in space allotted to You *any goods or services other than those available through normal operation of your business*, nor shall You exhibit in the space or permit to be exhibited therein *display or advertising material of any sort bearing any name or form of advertising other than your own, or part of your regular products or services*. This limitation includes the promotion of any multi-business bridal-related show or event, including your participation within such an event.

- 5. Removal of Material During Exposition.** No exhibitor shall have the right prior to the closing of the Event to pack or remove articles on exhibit without the permission and approval in writing from Management. This rule does not apply to small articles which make up cash sales. Violation may result in loss of opportunity to exhibit in future events.

- 6. Security.** Management will provide security for the building during the hours the Event is closed. You must have an attendant in charge of Exhibits each day during the hours Event is open. No other persons will be permitted in the building after closing hours.

Because of the presence and circulation of large numbers of people at Event and the difficulty of Management effectively supervising exhibits and protecting removable articles. You assume the risk and expressly release Management and its employees and agents from any and all claims from injury, loss or damage. Management shall provide a security watchman at the Event, but this shall not be deemed to increase liability.

- 7. Sound Devices.** In general, employment of any method to project sound beyond the confines of a booth whether natural or mechanical is prohibited. No objectionable lights or noises will be permitted in any exhibitor's booth. Management reserves right to exclude or to remove any objectionable exhibit or exhibitor.

- 8. Exhibit Space Assignments.** Assignments are made at discretion of Management. All placement requests will be considered. Management reserves the right to make space, location, or floorplan shifts which in its opinion are of benefit to Event.

- 9. Unoccupied Space.** Any space not occupied during SET UP hours (reverse of this page) may be forfeited and/or resigned without notice or refund by Management.

- 10. Database.** A database of information on attendees ("list") may be available to You after the Event. This list is coded to enable Management to monitor its use. You agree that the list is property of Management and that You will not sell, share, or otherwise transfer any information contained in the list to any business or individual. You agree to be held liable for any unauthorized use of the list and that damages to Management for each such unauthorized use will be set at a dollar amount no less than the cost of an undiscounted single booth in the Event. You agree that under no circumstances will you use the list or permit the list to be used to promote any multi-business bridal-related show or event, including your participation within another such event.

- 11. Miscellaneous.** (A) All matters & questions not covered herein are subject to decision of Management. Should either party resort to litigation or any form of alternative dispute resolution relating to this event under terms of this contract, parties agree that jurisdiction, venue and choice of law shall be in State of New York, City of Buffalo. (B) Any exhibitor needing assistance relating to a disability must contact Management 30 days prior. (C) Management reserves the right to use photos and/or video taken at event location of you, your employees, agents, and display for publicity purposes. (D) An information kit including decorator order forms will be sent to You prior to Event. Contact Management if not received with 14 days of Events. (E) Any structure within an exhibit space which is visible to the public or to an adjacent exhibitor must not be unfinished.