



TRADE FAIR APPLICATION AND CONTRACT

September 28-October 3, 2010

The National Equestrian Center, Lake St. Louis, Missouri, USA

**Please review both sides of this application, sign and send all three copies with payment to:
AAALSHA US Grand National Championship Horse Show,
c/o Gareth A Selwood, 22904 75th Ave E, Bradenton, FL 34211**

Name _____

Farm/Company Name _____

Mailing Address _____

City/State/Zip Code _____

Telephone _____ Fax _____

Email _____

Products To Be Exhibited _____

SPACE RESERVATION

Number of spaces requested: _____ @ \$500 per space (10% off when booking a double booth) = \$ _____

I/we agree to abide by the Terms and Conditions published on this form and those listed on the Information and Regulations document. I understand that this application becomes a binding contract when accepted and signed by a representative of AAALSHA US Grand Championship Horse Show 2010.

Exhibitor's Signature: _____ Date: _____

Accepted by AAALSHA: _____ Date: _____

After the contract is countersigned, a copy will be returned to Exhibitor.

Sign and return all three parts of the contract by September 1, 2010. Enclose full payment by check in US funds payable to AAALSHA, money order or credit card.

Method of Payment-

___ **Check for the full amount made out to AAALSHA**

-or- Credit Card- check one: ___ Visa ___ Mastercard ___ Discover ___ Amex

Credit Card Number: _____ Exp Date ___/___

Name on Credit Card: _____ 3 digit code _____

My signature below authorizes AAALSHA to charge my credit card for this transaction.

Signature of Applicant: _____

AAALSHA US Grand National Championship Horse Show 2010 will have a listing of vendors in the program for all complete applications received prior to September 1, 2010



DEFINED TERMS The term "Event" means The Andalusian-Lusitano Alliance US Grand National Championship Horse Show 2010 currently scheduled to be held on September 28-October 3, 2010 at The National Equestrian Center (the "Exhibit Facility") in Lake St Louis, Missouri USA. The Event is owned, produced and managed by The All American Andalusian and Lusitano Show Horse Alliance ("AAALSHA"). As used hereinafter, the term "Organizer" means, collectively, AAALSHA and its officers, directors, members, agents, representatives and employees, unless the context requires otherwise. The term "Exhibitor" means, collectively (1) the company or person that applied for exhibit space rental and agreed to enter into this contract upon acceptance by AAALSHA and one of its officers, directors, agents, or representatives as applicable.

ASSUMPTION OF RISKS; RELEASES Exhibitor expressly assumes all risks associated with, resulting from or arising in connection with Exhibitor's participation or presence at the Event, including, without limitation, all risks of theft, loss, harm, damage or injury to the person, (including death), property, business or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of God or otherwise. Exhibitor has sole responsibility for its property or any theft, damage or other losses for such property, including all subrogation claims by its insurer. Neither Organizer nor the Exhibit Facility accepts responsibility, nor is a bailment created, for property delivered by or to Exhibitor. Neither Organizer nor the Exhibit Facility shall be liable for, and Exhibitor hereby releases, all of them from, and covenants not to sue any of them with respect to, any and all risks, losses, damages and liabilities described in this paragraph.

INDEMNIFICATION Exhibitor shall on a current basis indemnify, defend (with legal counsel satisfactory to AAALSHA) and hold Organizer and the Exhibit Facility harmless from any and all claims, demands, suits, liabilities, damages, losses, costs, reasonable attorneys' fees and expenses which result from or arise out of or in connection with (a) Exhibitor's participation or presence at the Event; (b) any breach by Exhibitor of any agreements, covenants, promises or other obligations under this contract; (c) any matter for which Exhibitor is otherwise responsible under the terms of this contract; (d) any violation or infringement (or claim thereof) of any law or ordinance or the rights of any party under any patent, copyright, trademark, trade secret or other proprietary right; (e) any libel, slander, defamation or similar claims resulting from the actions of Exhibitor; (1) harm or injury (including death) to Exhibitor; and (g) loss of or damage to property or the business or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of God, theft, mysterious disappearance or otherwise.

LIMITATION OF LIABILITY Under no circumstances shall Organizer or the Exhibit Facility be liable for any lost profits or any incidental, special, indirect, punitive or consequential damages whatsoever for any of their acts or omissions, whether or not apprised of the possibility of any such lost profits or damages. In no event shall Organizer's maximum liability under any circumstance exceed the amount actually paid to AAALSHA for exhibit space rental pursuant to this contract. Organizer makes no representations or warranties, express or implied, regarding the number of persons, who will attend the Event or regarding any other matters,

CANCELLATION BY AAALSHA. If Exhibitor fails to make a payment required by this contract in a timely manner, AAALSHA may terminate this contract (and Exhibitors participation in the Event), without further notice and without obligation to refund monies previously paid. AAALSHA reserves the right to refuse Exhibitor permission to move in and set up an exhibit if Exhibitor is in arrears of any payment due to AAALSHA. AAALSHA is expressly authorized (but has no obligation) to occupy or dispose of any space vacated or made available by reason of actions taken under this paragraph in such manner, as it may deem best, and without releasing Exhibitor from any liability hereunder. AAALSHA may also terminate this contract effective upon written notice of termination if Exhibitor breaches any of its obligations under this contract, without any obligation on AAALSHA's part to refund any payments previously made and without releasing Exhibitor from any liability arising as a result of or in connection with such breach. If AAALSHA removes or restricts an exhibit, which AAALSHA considers to be objectionable or inappropriate, no refund will be due to Exhibitor.

CANCELLATION BY EXHIBITOR. A written notice of cancellation is required, by certified mail, no later than September 1st, 2010. Exhibitor is responsible for full payment of booth space contract if not cancelled in writing by September 1st, 2010.

CANCELLATION OF THE EVENT If AAALSHA cancels the Event due to circumstances beyond the reasonable control of AAALSHA (such as acts of God, acts of war, governmental emergency, labor strike or unavailability of the Exhibit Facility), AAALSHA shall refund to each Exhibitor its exhibit space rental payment previously paid, minus a share of costs and expenses incurred, in full satisfaction of all liabilities of Organizer to Exhibitor. If AAALSHA elects to cancel the Event other than for a reason previously described in this paragraph, AAALSHA shall refund to each Exhibitor its entire exhibit space rental payment previously paid, in full satisfaction of all liabilities of Organizer to Exhibitor.

INSURANCE Exhibitor shall carry and maintain during the period in which it exhibits, including move-in and move-out days, and at its sole cost and expense, personal injury and property damage coverage under a policy of general public liability insurance with limits of not less than \$500,000 per occurrence, \$1,000,000 aggregate, also naming AAALSHA as additional insured. Exhibitor warrants that by signing this contract, it has complied specifically with insurance requirements of this contract. Proof of insurance, naming AAALSHA as additional insured, must be provided to AAALSHA, at the address on the Application and Contract form, by Sept. 1st, 2010, otherwise Exhibitor will be in breach of its obligation under this contract and the contract will be terminated with no refund due to Exhibitor.

GOVERNING LAW This contract is governed by the Laws of the State of Missouri as applied to contracts entered into and entirely performed within such state. Exhibitor agrees that the courts located in the State of Missouri shall constitute the exclusive forum for the resolution of any and all disputes arising out of, connected with or related to this contract or the breach of any provision of this contract. Exhibitor waives any right to assert lack of personal or subject matter jurisdiction and agrees that venue properly lies in Missouri.

BOOTH ASSIGNMENT While initial booth reservation is mutually agreed to by Exhibitor and Organizer, final assignment is the proprietary right of Organizer. Every attempt will be made to locate the Exhibitor in a booth he or she has requested but, in extenuating circumstances, the booth can be reassigned without approval of Exhibitor. Exhibitor shall not assign, sublet or apportion the whole or any part of the space assigned or have representatives, equipment or materials from firms other than its own in the exhibit space without written consent of Organizer.

SET UP AND REMOVAL OF EXHIBIT All exhibits must be entirely set up by Event opening at 8 a.m. Tuesday, Sept. 28th, 2010, and may not be removed prior to Event closing at 6 p.m. Sunday Oct 3rd, 2010. In the event an Exhibitor has failed to occupy the space contracted for by 8:00 a.m. on Tuesday Sept. 28th, 2010, Organizer shall have the right to utilize such space in any manner he chooses. This will in no way release the contracted Exhibitor nor shall Exhibitor be entitled to any refund. In the event an Exhibitor has failed to completely dismantle and remove the exhibit by Oct. 3rd, 2010, Organizer may arrange to have the exhibit removed and all fees will be charged directly to Exhibitor at prevailing rates. The Exhibitor shall indemnify and hold harmless the Organizer for any cost or liability incurred in connection with such removal.

NON-GUARANTEE Organizer makes no guaranty or warranty, express or implied, as to the profitability or potential loss of Exhibitor with regard to Exhibitor's participation in the Event.

AMENDMENTS This agreement may only be amended, except as expressly provided herein, by agreement of the parties, in writing, bearing a note subsequent to the date of this agreement.

MISSOURI SALES TAX Exhibitors who sell merchandise at the Event in a cash and carry fashion are responsible for collecting and remitting Missouri Sales Tax.

RIGHT TO REFUSE Organizer reserves the right to review and reject any application for exhibit space without prejudice.

INCORPORATION OF REGULATIONS Supplementary Information and Regulations regarding the Event are hereby incorporated in this contract and Exhibitor agrees to be bound by the Regulations, a copy of which Exhibitor acknowledges receiving.