

APPLICATION AND CONTRACT FOR EXHIBIT SPACE

AWS Weldmex
www.aws weldmex.com
May 11-13, 2011
Cintermex • Monterrey, Mexico

Fabtech Mexico
www.fabtechmexico.com
May 11-13, 2011
Cintermex • Monterrey, Mexico

Complete all sections. Sign and return this application to:
Trade Show Consulting
12 Barthel Court
Lutherville MD 21093 (410) 252-1322, Fax (410) 252-8108

Upon assignment of exhibit space a copy of this application will be returned to you.

The key contact person will receive all correspondence at the address shown below. If this information changes, please notify Trade Show Consulting (TSC) in writing immediately.

Booth Contact Person _____

Title _____

Company Name _____

Street _____

City _____

State _____ Postal Code _____ Country _____

Phone _____ Fax _____

Your e-mail _____

Company web address _____

PR Contact _____

Does the company have an address different from the address listed above? YES NO

1. The company name shown below will be printed in promotional pieces.

Exhibitors will be listed alphabetically by company name. Please indicate under which letter of the alphabet you wish your company name to appear. _____

2. Please list the equipment / products / services to be exhibited (The following description is intended to qualify the exhibitor for space assignment, and does not constitute copy for listing in the Show Directory or for publication.):

3. Please list your exhibit space preferences.

| | Booth Number | Booth Dimensions | Total Square Ft. |
|----------------|--------------|------------------|------------------|
| First Choice: | _____ | _____ X _____ | _____ |
| Second Choice: | _____ | _____ X _____ | _____ |
| Third Choice: | _____ | _____ X _____ | _____ |
| Fourth Choice: | _____ | _____ X _____ | _____ |
| Fifth Choice: | _____ | _____ X _____ | _____ |

4. Please list any companies or products you do NOT want to be next to or across the aisle from: (TSC will attempt to accommodate your request, but reserves the right to make the final determinations of all space in the best interest of the overall exposition) _____

5. ALL APPLICATIONS MUST BE SUBMITTED WITH A DEPOSIT, PAYABLE BY CREDIT CARD OR IN U.S. FUNDS DRAWN FROM A U.S. BANK.

An application received without the appropriate deposit or a deposit received without an application cannot be processed for space assignment. The amount of deposit is dependent upon the date the application is received, as follows.

SPACE RATE: Each booth is 10'x10' or (3m x 3m)

Booth Package Includes: Carpeting
 One table, two chairs
 One 110v AC electrical connection
 White hardwall, company sign

(Please check show below)

_____ **AWS Weldmex**

Booth Cost \$35.00 USD per sq. ft.
 AWS Member Cost \$34.00 USD per sq. ft.
 Raw Space (min. of 800 sq. ft.) \$31.00 USD per sq. ft.

_____ **Fabtech Mexico**

Booth Cost \$34.00 USD per sq. ft.
 Raw Space (min. of 800 sq. ft.) \$31.00 USD per sq. ft.

Free Drayage to exhibitors with 200 sq. ft. or more.

Please calculate your deposit, using the above deposit and rate schedules.

Quantity of Booths Requested _____ x Rate \$ _____ = Total Amount \$ _____

Total Amount \$ _____ x _____ % Deposit = Deposit \$ _____

Make check payable to:

AWS Weldmex
 or
Fabtech Mexico

Total: \$ _____ Am/Ex MC Visa

Card # _____

Name of Cardholder _____

Exp. Date _____ Signature _____

6. PAYMENT SCHEDULE

To retain confirmed booth status, exhibitors must meet the following payment schedule.

50% deposit with application
 50% balance by February 2, 2011

CANCELLATION/DOWNSIZING POLICY

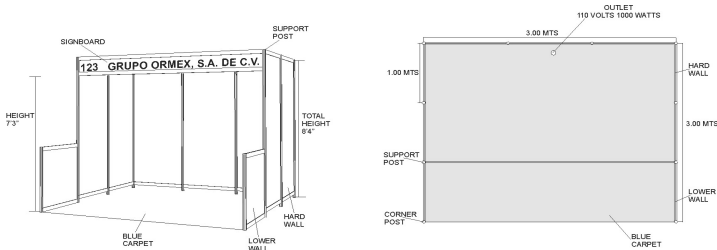
Exhibitors are required to immediately notify Show Management in writing regarding intent to cancel or downsize booth space. The date the exhibitor's written notice of cancellation or downsizing is received by Show Management will be the official cancellation or downsizing date. Payments are not refundable and will be forfeited by Exhibitor upon cancellation by Exhibitor. The Exhibitor will be liable for the total contracted booth fee based on the above Payment Schedule.

7. WE AGREE TO ABIDE BY ALL RULES AND REGULATIONS GOVERNING THE EXPOSITION, THE PROVISIONS OF THIS APPLICATION AND THE ADDENDA HERETO, ALL OF WHICH ARE PART OF THIS APPLICATION. ACCEPTANCE OF THIS APPLICATION BY THE AMERICAN WELDING SOCIETY, FABRICATORS AND MANUFACTURERS ASSOCIATION, SOCIETY OF MANUFACTURING ENGINEERS AND TRADE SHOW CONSULTING

AUTHORIZED SIGNATURE **X** _____

PRINT NAME _____

TITLE _____ DATE _____



AWS Weldmex – Fabtech Mexico • MAY 11 – 13, 2011

Trade Show Consulting (TSC) and its authorized representatives are hereinafter referred to as "Show Management."

1. ADMISSIBLE EXHIBITS

Show Management reserves the right to accept or reject any application for exhibit space.

Equipment, products, or services exhibited (or referred to) must be those normally provided or produced by Exhibitor. Exhibitor shall not exhibit, offer for sale, give as a premium, or provide advertising or literature about equipment, products or services not manufactured or sold in the exhibiting company's name or company affiliated with the exhibiting company, except where such equipment, products or services are required, as determined by Show Management for the proper demonstration or operation of Exhibitor's display, in which case identification of such equipment, products or services shall be limited to the regular nameplate, imprint, or other identification which in standard practice appears normally on such equipment, products or in connection with such services.

Tools and accessories for equipment may only be demonstrated on machines manufactured by firms participating in AWS Weldmex-Fabtech Mexico.

2. SPACE ALLOCATION AND USAGE

Whenever possible, space assignments will be made by Show Management according to the preference as to location requested by the Exhibitor. Show Management, however, reserves the right to make the final determination of all space assignments in the best interest of AWS Weldmex-Fabtech Mexico, and the Exhibitor acknowledges it is not entitled to any particular location. Show Management makes no representations or warranties with respect to the demographic nature and/or number of exhibitors and/or attendees.

Only one business or firm may exhibit in a single space. Exhibitor shall not assign, sublet, share, or transfer any part of the allotted exhibit space with another business or firm.

Exhibitor shall not permit representatives from other businesses or firms to use its booth for any purpose. It is the intent of Show Management that all companies providing equipment, material and services appearing at AWS Weldmex-Fabtech Mexico, as well as related sales personnel, be exhibitors with paid exhibit space.

3. CONSENT TO USE OF PHOTOGRAPHIC IMAGES

Registration and attendance at or participation in AWS Weldmex-Fabtech Mexico constitutes an agreement by the registrant to Show Management's use and distribution (both now and in the future) of the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions, or audiotapes of such events and activities.

4. LISTING AND PROMOTIONAL MATERIALS

By exhibiting at AWS Weldmex-Fabtech Mexico, Exhibitors grant Show Management a fully-paid, perpetual non-exclusive license to use, display and reproduce the name of Exhibitors in any directory listing the exhibiting organizations at the Exhibition and to use such names in promotional materials. Show Management shall not be liable for any errors in any listing or descriptions or for omitting any Exhibitor from the directory or other lists or materials.

5. RIGHT TO OFFSET

Show Management shall have the right to offset the amount of any obligation due and owing to TSC and its related entities from the Exhibitor whether under this agreement or any other agreement between TSC and its related entities and the Exhibitor. Show Management may cancel this contract in the event that the Exhibitor is past due on any amounts due to TSC and its related entities for any reason.

6. LIABILITY

Exhibitor hereby agrees to indemnify and hold harmless the Show Management, its service contractors, the management of the exhibit hall and any of the officers, employees, agents, staff members or directors of any of the same, and their respective successors and assigns from and against any and all actions, causes of action, suits, claims, losses, liabilities, and damages ("Losses"), including without limitation losses for personal injury, death, property damage and loss of use of property by whomsoever sustained on or about or relating to Exhibitor's participation in AWS Weldmex-Fabtech Mexico. Show Management reserves the right to review any invoices incurred by Exhibitor related to show services which are provided by official service contractors.

7. FORCE MAJEURE

In the event the exhibition facility or any part of the exhibit areas thereof are unavailable whether for the entire event or a portion of the event as a result of fire, flood, tempest, governmental intervention, malicious damage, acts of war, acts of terrorism, strike, lock-out, labor dispute, riot or any other event, cause or agency over which Show Management has no control, or should Show Management decide that because of any such event, cause or agency it is necessary to cancel, postpone or re-site AWS Weldmex-Fabtech Mexico or reduce the installation time, Exposition time, or move-out time, Show Management shall not be liable to indemnify or reimburse the Exhibitor in respect of any damage, liability or loss, direct or indirect, arising as a result thereof.

8. INSURANCE

Exhibitors shall carry adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

Exhibitors, their agents, and employees assume risks of transportation, property damages, and loss of use in presenting their exhibits or equipment at AWS Weldmex-Fabtech Mexico. Exhibitor waives all claims of every kind against the Show Management, its service contractors, the management of the exhibit hall and any of the officers, directors, employees, agents or staff members of any of the same, including, without limitation, all claims for damages based on personal property damage or destruction, loss or theft, personal injury, cancellation of AWS Weldmex-Fabtech Mexico, failure or refusal to provide space for any exhibit, preventing the display, operation, removal or dismantling of any exhibit, or any other act or failure to act of the Show Management.

10. OTHER REGULATIONS

Any and all matters not specifically covered by the preceding policies shall be subject to the sole and exclusive decision of Show Management. SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THE RULES AND REGULATIONS, PROVIDED THE EXHIBITORS ARE NOTIFIED OF ANY SUCH AMENDMENTS. EACH EXHIBITOR, FOR HIMSELF/HERSELF AND HIS/HER EMPLOYEES AND AGENTS, AGREES TO BE BOUND AND TO ABIDE BY THE RULES AND REGULATIONS GOVERNING AWS WELDMEX-FABTECH MEXICO AND BY ANY AMENDMENTS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE, WHICH RULES AND REGULATIONS ARE INCORPORATED HEREIN BY THIS REFERENCE.