



EXHIBIT SPACE CONTRACT

Phoenix Convention Center
Phoenix, AZ
January 16-20, 2020

Education begins January 16
Show floor opens January 18

EXHIBITING COMPANY

Company		Division	
Address			
City	State	ZIP	Country
Contact		Title	
Tel	Extension	Fax	
Email		Website	
Onsite Contact		Mobile	

PAYMENT INFORMATION

Amount Due: \$ _____

- ☐ Check
Send to:
AFCI Creativation
330 N Wabash Ave
Suite 2000
Chicago, IL 60611
- ☐ Credit Card
Upon receipt of this contract, AFCI will email an invoice to the main contact with link for online payment.
Please do not include credit card information on this contract.

SPACE PREFERENCES (Booth exhibits only)

Booth Dimensions

_____ X _____ = _____
Horizontal Vertical Total Sq Ft

Which is most important?

- ☐ Corner booth - 10' x 20' minimum
☐ Location - forfeiting corners
☐ Proximity to companies listed below:

Companies in close proximity

Companies not in close proximity
* Proximity cannot be guaranteed. Provide additional placement criteria on a separate page.

Configuration

- ☐ Linear - no corner
☐ Corner - 10 x 20' minimum
☐ Island - 20 x 20' minimum
☐ Peninsula - 20 x 20' minimum

Go to www.creativationshow.org for booth package details.

Preferred Location

Location is not guaranteed. Endcaps are not permitted. Corners are reserved for 10' x 20' booths or larger.

Product Concentration

- ☐ Art materials and framing
☐ Beading & Jewelry Making
☐ Fabric / Quilting / Needlecrafts
☐ General crafts
☐ Home décor / DIY
☐ Paper crafts & Scrapbooking
☐ New exhibitor
☐ Pavilion _____
(this is a section)

- _____
- _____
- _____
- _____

EXHIBITOR SPACE COST / RESERVATION

Space Cost	Qty	Rate	AFCI Memb. Rate	TOTAL
Table - Top	_____	\$1,595	\$995	\$ _____
Standard Booth (price per 10' x 10')	_____	\$3,595	\$2,095*	\$ _____
Premiums (Additional charge per)				
Corner (10' x 20' minimum)	_____	\$400	\$400	\$ _____
Bonus Booth - See details at right	_____	N/A	\$550	\$ _____
New Exhibitor Package (Additional charge per)				
Premium Booth Package - See details at right	_____	\$700	\$700	\$ _____
Amount of Payment Enclosed				\$ _____

Minimum 50% deposit for exhibits. Full payments required for table top space.

*EARLY BIRD BONUS!

Sign up on or before April 19, 2019 and save \$100 off each Standard Booth! Early Bird booth contracts can be secured with a 25% deposit.

Bonus Booth(s)

To qualify, a company must have membership and exhibited in a previous AFCI Show. Bonus Booth pricing applies to any space which is an increase from base size (the total square footage company contracted at last Creativation), including any bonus space purchased. **Maximum of 4 Bonus Booths per year at \$550 each.**

Example: Last Show in which company exhibited was in a 10' x 30' (3 booths); Company contracts a 10' x 40' (4 booths) for Creativation 2019; Exhibitor to pay full listed price on 3 booths, with bonus booth price applied to the added booth.

Bonus Booth price will be honored for 2 consecutive years. Base size for 2nd year will be the base size used for 1st year bonus booths were applied.

Premium Booth Package

New Exhibitor Section Only Value \$1400

Add a complete package at a steep discount!

- NextWall with graphics
- Carpet - standard color
- Wastebasket - emptied daily
- One 6-foot table
- Two-side chairs
- Daily vacuum

Priority Points

Deadline: Friday, April 19, 2019

Previous exhibitors must return contract and deposit by April 19, 2019, for Priority Point positioning. Thereafter, New Exhibitors, Non-Members and late Contracts are assigned based on date and time received at AFCI's discretion.

EXHIBITOR AGREEMENT

Signature _____ Date _____

The above signed hereby applies for exhibit space at Creativation 2020 and is authorized to complete this Contract on behalf of the listed company. The Signer agrees to abide by the terms and conditions listed on back of this contract, on the AFCI website, and all rules and regulations contained in the Exhibitor Service Manual, including those set by AFCI, its vendors and venues of choice. The Signer understands and accepts that AFCI will use its best efforts to locate display in accordance with exhibitor's listed preferences, but preferences are not guaranteed. Final placement and layout is subject to change without notice or penalty and is done at the sole discretion of AFCI.



Phoenix Convention Center
Phoenix, AZ
January 16-20, 2020

RULES & REGULATIONS SUMMARY

Education begins January 16
Show floor opens January 18

The words "Association" or "AFCI" shall mean Association For Creative Industries.
The word "Exhibitor" shall mean the undersigned of this Contract, and his/her employees.

1. WHO MAY EXHIBIT: Exhibitors may be a current AFCI member from one of the following Supplier membership sections: A) Manufacturers/Importers of craft/hobby supplies or products which can be used in the creation of craft/hobby products; B) Distributors of branded craft/hobby supplies or products (branded products exhibited from non-member suppliers is not permitted); C) Consumer Publishers and other Media and/or Trade Publishers of newsletters, blogs, periodicals, and books; D) Service Providers of B2B services; or, may be a qualified Non-Member Exhibitor, as determined by AFCI.

2. USE OF EXHIBIT SPACE: Exhibitors shall not be permitted to assign, sublet, or share the whole, or any part of the space contracted, unless they are divisions of the same company and as such may be approved by AFCI. Exhibitors may not permit employees of non-exhibiting companies to use their booth for any purpose, except as may be approved by AFCI. Exhibitors shall have a minimum of 51% of their booth's display devoted to craft/hobby products or services. Exhibitors agree to staff their booths at all times during the Exposition hours. All exhibits/displays will be in the Phoenix Convention Center only. Exhibits, displays, demonstrations, etc. are not permitted outside of the Phoenix Convention Center anywhere, including hotels and other meeting or housing venues.

3. PAYMENT: Checks must be drawn on a U.S. financial institution, paid in U.S. dollars, and made payable to Association For Creative Industries. Credit card payments will be accepted via an online payment portal. A link to this portal will be included on the invoice provided to the main contact on the contract. AFCI will not accept credit card information via email or over the phone due to compliance regulations.

- Contracts received on or before April 19, 2019 will receive Early Bird pricing and must be accompanied with 25% deposit; second deposit of 40% due by June 14, 2019 and final payment due by September 13, 2019.
- Contracts received April 19 - June 14, 2019 must be accompanied by 50% payment; with final balance due by September 13, 2019.
- Contracts received after September 13, 2019 must be accompanied by full payment.

Any exhibit space fees or member dues not fully paid by September 13, 2019 may result in loss of booth space and/or termination of the agreement by AFCI and AFCI shall be entitled to retain the full amount of any amount deposited. No transfer of fees will be made to other registration fees or AFCI meetings and exhibitor may not book any future event while any amount for a past event is owed to AFCI.

4. CANCELLATION OF EXHIBIT SPACE: Should Exhibitor be unable to occupy the space contracted, AFCI must be immediately notified in writing. If cancellation is received by Friday, September 13, 2019, AFCI shall retain 50% of the total space cost. If cancellation is received after September 14, 2019, AFCI shall retain 100% of the total space cost. Exhibitor agrees payments as outlined above are to be retained by AFCI and that Exhibitor is legally obligated to remit any unpaid balance for such space. If an Exhibitor is entitled to a refund for cancelled space, it will be mailed approximately four weeks after the close of the show. Cancellation letters must be directed in writing via a delivery service which provides confirmation of delivery (i.e., FedEx, UPS, etc.) to the address below:

AFCI
ATTN: Exhibits Manager
330 N. Wabash Ave. Ste. 2000
Chicago, IL 60611

Cancellation also may be directed via email, addressed to sales@afci.global, provided that the cancelling Exhibitor

obtains confirmation of AFCI's receipt of the email on or before the cancellation deadline.

Space not occupied by the time designated by AFCI will be forfeited by exhibitor and may be resold, reassigned or used by AFCI without refund. In the event AFCI cancels the Event due to terrorist activity, fire, strike or other circumstances beyond AFCI's control, full refund of the exhibit rental fees will be made which is the limit and extent of AFCI's liability to exhibitor for cancellation and AFCI assumes no other liability.

5. REDUCTION OF EXHIBIT SPACE: Notification dates and percentages of penalty fees are the same as for cancelling exhibit space (see above paragraph). Penalty fees are assessed on the amount of the reduced space.

6. ASSIGNMENT OF SPACE: Exhibitors may reserve as many booths as they wish. Corner booths are reserved for companies contracting a minimum of 10' x 20' and that pay the premium rate. **Booth space for previous AFCI exhibitors are assigned according to a priority points system via online space selection starting the week of June 3. Details about the online space selection will be sent to all eligible exhibitors the week of May 13 including assigned appointment date and time based on priority point status.** Exhibit space for New Exhibitors, Non-Members and late contracts, are assigned on a first-come, first-served basis based on date/time received after the initial online space selection is complete. AFCI will make every effort to accommodate requests, however, guarantees cannot be made and AFCI shall have sole discretion as to the placement of booth.

Priority Point System: AFCI Member Exhibitors earn six (6) points for Creativation in which they exhibit and one (1) point for each 100 square feet (10' x 10') contracted. Non-Member Exhibitors earn three (3) points for each Creativation in which they exhibit and one (1) point for each 100 square feet (10' x 10') contracted. Points are cumulative, and will continue to build each year the company exhibits; however, non-member's points are not available for use until company becomes a AFCI Member. In the event of a priority point tie between companies, placement will be determined by:

- 1) booth size contracted; and
- 2) date/time received in AFCI Office. In the event of company merger, the new entity assumes the larger of the Priority Point amounts, but does not combine the amounts of the singular companies. If a company becomes a subsidiary that company uses the Priority Points number of the parent company be it higher or lower than the company's original number.

7. CHILDREN & MINORS POLICY: No one under the age of 18 is permitted on the Exhibit Hall floor at any time; this includes babies-in-arms/infants. Exceptions to this policy may be granted for minors involved in the trade and for whom documentation of legal involvement in the business can be supplied and verified. Exceptions must be requested in writing. Any minor granted an exception will be allowed supervised access during posted open show hours only. Infants must be restricted to the booth at all times, except entrance and exit from the hall, which must be done directly and the infant must be carried at all times. No strollers are permitted at any time.

8. RESPONSIBILITY: Exhibitor is responsible for reviewing and complying with all rules and regulations set forth in the Exhibitor Service Manual. If the Exhibitor fails to comply in any respect with the terms and conditions set forth in the Exhibitor Services Manual, AFCI shall have the right, without notice to execute the following: A) For violations of display rules - eliminate all trade show points earned for the current year; and B) For other show violations - refuse exhibiting privileges.

9. LIABILITY: The Exhibitor releases AFCI from any and all claims of every sort it may have against AFCI based upon, arising out of, or in connection with Exhibitor's occupancy and use of the Trade Show premises, or any action or inaction of any nature of AFCI in conjunction with or related to the Trade Show, including, but not limited to: loss; theft; damage; destruction; or delay or non-delivery of goods, display materials and other effects; any injury to Exhibitor, its employees, agents, representatives or guests while on the Trade Show premises; any damage to Exhibitor's business by reason of the failure to provide space for the exhibit or removal of exhibit; failure to hold the Trade Show as scheduled.

10. EXHIBITOR LIABILITY & INDEMNIFICATION: Exhibitor remains solely responsible for the safety of its property at all times during transit to and from the phoenix Convention Center and during Creativation. Neither AFCI, its directors, officers, employees, agents, subcontractors nor management of the Show Floor (hereinafter "Show Management") are responsible for Exhibitor's property or any loss thereto from any cause.

EXHIBITOR HEREBY WAIVES AND RELEASES ANY CLAIM OR DEMAND IT MAY HAVE AGAINST ANY OF THE SHOW MANAGEMENT BY REASON OF ANY DAMAGE TO OR LOSS OF ANY OF ITS PROPERTY.

Exhibitor agrees that it will indemnify, defend and hold Show Management, AFCI, their respective officers, directors, employees, agents and each of them, harmless from and against a) Exhibitor's performance or breach of this Contract including acts of its employees, agents and contractors;

b) Exhibitor's failure to comply with applicable laws, regulations and ordinances; and c) All claims on account of injury to any person or property to the extent that any such injury was caused wholly or in part by an act or omission of Exhibitor or any of its agents, employees, subcontractors, guests, licensees or invitees. This indemnification of Show Management by Exhibitor is effective unless such injury was caused by the sole negligence, or gross negligence or willful misconduct of Show Management. Exhibitor agrees that if Show Management is made a party to any litigation commenced by or against Exhibitor, or relating to this lease or the premises leased hereunder, then EXHIBITOR WILL PAY ALL COSTS AND EXPENSES, including reasonable attorneys' fees, INCURRED BY OR IMPOSED UPON SHOW MANAGEMENT BY REASON OF SUCH LITIGATION. THE TERMS OF THIS PROVISION SHALL SURVIVE THE TERMINATION OR EXPIRATION OF THIS CONTRACT CONDITIONS/RULES & REGULATIONS.

11. CHOICE OF LAW: This Contract is governed by Illinois law and the Exhibitor consents to the exclusive jurisdiction of the State and Federal courts seated in Cook County, Illinois, with respect to any action arising out of this Contract or Creativation. The parties explicitly acknowledge and agree that the provisions of this Contract are both reasonable and enforceable. However, the provisions of this Contract are severable and, as such, the invalidity of any one or more provisions shall not affect or limit the enforceability of the remaining provisions. Should any provision be held unenforceable for any reason, then such provision shall be enforced to the maximum extent permitted by law.

12. AMENDMENTS/INTERPRETATION: AFCI reserves the right to amend and enforce these Rules & Regulations. Written notice of any amendments shall be given to each affected Exhibitor. Each Exhibitor, for itself, its agents and employees, agrees to abide by all Rules & Regulations set forth therein, or by any subsequent amendments. AFCI reserves the sole right to interpret these Rules & Regulations. All interpretations are final.

COMPLETE ALL SECTIONS OF THIS CONTRACT AND RETURN WITH PAYMENT TO:

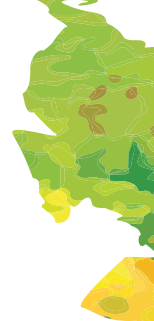
Kris King | sales@afci.global | fax 312-673-6577 | 330 N. Wabash Ave. Ste. 2000 | Chicago, IL 60611



SHOW DIRECTORY LISTING FORM

Complete this form and
return with your Exhibit
Space Contract to:

Kris King
sales@afci.global
phone (312) 673-5505
fax (312) 673-6577



EXHIBITING COMPANY

Company		Division	
Address			
City	State	ZIP	Country
Tel		Extension	Fax
Email		Website	

PRODUCT CATEGORY INFORMATION (Check ALL that apply – maximum 25)

Art Materials & Supplies

- ☐ Art Materials
- ☐ Ceramic Paints/Glazes/Finishes
- ☐ Decorative Painting
- ☐ Paint - Acrylic/Fabric/Oils/Watercolors
- ☐ Paint Brushes/Air Brushes/Other
- ☐ Paint Surfaces: Canvas/Art Paper/Other
- ☐ Pens & Markers
- ☐ Stencils & Supplies

Business Services/Service Providers

- ☐ Advertising/Printing/Other
- ☐ Editorial/Technical Writing
- ☐ Licensing Representatives/Artwork
- ☐ Marketing/Public Relations/Consulting
- ☐ POS Systems/eCommerce
- ☐ Product Development & Sourcing
- ☐ Shipping/Freight Logistics

Digital Craft Supplies

- ☐ Digital Imaging/Photo/Printing Supplies & Software
- ☐ 3D Printers

Furniture/Lighting/Containers/Storage

- ☐ Bags/Packaging/Labeling
- ☐ Containers/Storage/Baskets/Organization
- ☐ Electric/Battery-Operated Devices
- ☐ Lights & Lighting Systems
- ☐ Magnification & Optical Tools
- ☐ Store Fixtures/Displays/Shelves

Instructions/Books/DVDs

- ☐ Books
- ☐ Instructions & DVD's
- ☐ Magazines: Consumer & Trade

General Craft Supplies

- ☐ Cake Decorating/Candy Making Supplies
- ☐ Candlecraft/Aromatherapy/Soapmaking
- ☐ Craft Novelties: Seashells/Feathers/Other
- ☐ Craft Supplies: Felt/Pompoms/Chenille Stems/Other
- ☐ Dollmaking/Dollhouse Supplies
- ☐ Floral Supplies
- ☐ Frames/Framing Mats & Supplies
- ☐ Glass Crafts: Art/Stained Glass & Hot/Fused/Mosaic
- ☐ Glues/Adhesives & Glue Guns/Other Applicators
- ☐ Plastercraft & Resin Casting Supplies
- ☐ Ribbon
- ☐ Wedding Supplies

Home Décor/Framing/Holiday & Seasonal

- ☐ Frames/Framing Mats & Supplies
- ☐ Holiday/Seasonal Supplies
- ☐ Home Decorating Supplies
- ☐ Party Supplies
- ☐ Prints & Posters
- ☐ Wall Coverings/Borders/Appliqués

Jewelry/Bead Supplies

- ☐ Beads & Bead Kits
- ☐ Jewelry Findings & Supplies

Models/Hobbies/Collectibles/Craft Kits

- ☐ Children's Activity Kits
- ☐ Craft Kits
- ☐ Models/Hobbies/Collectibles
- ☐ Polymer Clay & Modeling Compounds
- ☐ Puzzles & Games

Needlecraft/Sewing Textile Supplies

- ☐ Buttons/Fasteners/Misc. Hardware
- ☐ Fabrics & Linings
- ☐ Fiberfill/Batting/Interfacing
- ☐ Knitting & Crochet Supplies
- ☐ Lace Making/Tatting/Macramé Supplies
- ☐ Laces & Trims
- ☐ Needlecrafts & Supplies
- ☐ Quilting Supplies & Tools
- ☐ Sewing Accessories, Patterns & Supplies
- ☐ Threads/Floss/Decorative Thread
- ☐ Undecorated Apparel & Accessories
- ☐ Yarns & Fiber

Paper Craft Supplies

- ☐ Cardmaking & Stationery Supplies
- ☐ Die Cut Machines/Tools & Supplies
- ☐ Embellishments: Charms/Die Cuts/Other
- ☐ Paper Crafts & Quilling Supplies
- ☐ Paper Mache & Decoupage Supplies
- ☐ Paper
- ☐ Rubber Stamps & Supplies
- ☐ Scrapbook Supplies
- ☐ Stickers
- ☐ Transfers/Decals

Woodworking/Leathercraft/Metal

- ☐ Leathercraft Supplies
- ☐ Metal & Wire Craft Supplies
- ☐ Tools: Hand & Power/Scissors
- ☐ Wood Furniture/Easels
- ☐ Wood Shapes & Surfaces

BRAND NAMES & TRADEMARKS

List registered brand names (®) and trademarks (™) identifying company product lines. Do not list company name. Additional listings for trademarks, product lines, subsidiaries or divisions may be purchased using the Additional Show Directory Listing Form.

1. _____	3. _____
2. _____	4. _____

SOCIAL MEDIA TAGS (How can AFCE and Creativation attendees connect with you?)

Facebook

Twitter

LinkedIn



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ADDITIONAL SHOW DIRECTORY LISTING

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Secure additional Show Directory Listings for each of your subsidiaries, trademarks, brands or product lines. The listings will appear in the printed version (**if submitted by November 1, 2019**) and on-line.

QUALIFICATIONS The parent company must either purchase a separate membership for the subsidiary or include that company's revenues in the parent company's membership dues. Companies involved in product joint ventures are considered separate incorporated companies and are not eligible for an additional listing.

COST \$250 each additional listing

STEP 1 Create listing(s) below

STEP 2 Send to Kris King; sales@afci.global; fax: (312) 673-6577

STEP 3 Once payment is processed, contact will receive an email with a link to upload information

Company	Booth #	
Contact	Tel	Extension
Email		

ADDITIONAL LISTING INFORMATION

As it will appear in the printed and on-line Show Directory

Additional listing #1 _____
IMPORTANT: Alphabetize company name under the letter ____ in the Show Directory

Additional listing #2 _____
IMPORTANT: Alphabetize company name under the letter ____ in the Show Directory

Additional listing #3 _____
IMPORTANT: Alphabetize company name under the letter ____ in the Show Directory

Additional listing #4 _____
IMPORTANT: Alphabetize company name under the letter ____ in the Show Directory

Number of listing(s) _____ **x \$250 = \$** _____ **Total**

Signature _____ Date _____
I agree to the terms of the rate sheet and this contract as applicable for my company

PAYMENT INFORMATION

Amount Due: \$ _____

☐ **Check**

Send to: AFCl Creativation
330 N Wabash Ave Suite 2000
Chicago, IL 60611

☐ **Credit Card**

Upon receipt of this contract, AFCl will email an invoice to the main contact with link for online payment.

SUBMIT TO: Kris King sales@afci.global or fax 312-673-6577