



EXHIBIT SPACE CONTRACT

Phoenix Convention Center
Phoenix, AZ
January 17-21, 2019

Education begins January 17
Show floor opens January 19

EXHIBITING COMPANY

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

AFCI USE ONLY

Received
ID#
Points
Deposit Amount
Deposit Type
Mktg Code

SPACE PREFERENCES (Booth exhibits only)

Booth Dimensions

Horizontal	X	Vertical	=	Total Sq Ft
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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)

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

EXHIBITOR SPACE COST / RESERVATION

Space Cost	Qty	Rate	AFCI Memb. Rate	TOTAL
Table - Top Limited Quantity		\$1,595	\$995	\$
Standard Booth (price per 10' x 10')		\$3,595	\$2,095*	\$
Premiums (Additional charge per)				
Corner (10' x 20' minimum) Linear booth may add ONE corner. Peninsula booths add TWO corners. Island booths add FOUR corners		\$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 16 and save \$100 off each Standard Booth! Early Bird booth contracts must be secured with a 25% deposit.

EXHIBITOR AGREEMENT

Signature _____ Date _____

The above signed hereby applies for exhibit space at Creativation 2019 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.

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.**

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 Booths 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: Monday, April 16, 2018

Previous exhibitors must return contract and deposit by **April 16** for Priority Point positioning. Thereafter, New Exhibitors, Non-Members and late Contracts are assigned based on date and time received at AFCI's discretion.



RULES & REGULATIONS SUMMARY

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. For credit card payments submit the AFCI Credit Card Authorization Form. Contracts received without payment will not be processed.

- Contracts received on or before April 16, 2018 will receive Early Bird pricing and must be accompanied with 25% deposit; second deposit of 25% due June 12, 2018 and final payment due by September 12, 2018.
- Contracts received June 12-September 12, 2018 must be accompanied by 50% payment; with final balance due by September 12, 2018.
- Contracts received after September 12, 2018 must be accompanied by full payment.

Any exhibit space fees or member dues not fully paid by September 12 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 Tuesday, September 11, 2018, AFCI shall retain 50% of the total space cost. If cancellation is received after September 12, 2018, 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.

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 is assigned according to a priority point system, when contract is received by Monday, April 16.** Exhibit space for New Exhibitors, Non-Members and late contracts, is assigned on a first-come, first-serve basis based on Date/Time received. 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 ten (10) points for Creativation in which they exhibit and one (1) point for each 100 square feet (10' x 10') contracted. Non-Member Exhibitors earn five (5) 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 babes-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. INDEMNIFICATION: Exhibitor agrees to indemnify and hold AFCI and its directors, officers, employees, agents and members, harmless with respect to any and all claims, losses, damages, liabilities, judgments, or settlements, including reasonable attorney's fees, costs, and other expenses incurred by AFCI arising or related to: (i) the violation or breach of any term or condition of the agreement between the parties or any of the Trade Show

Rules & Regulations by the Exhibitor, its employees and agents; (ii) any activities, including copyright infringement, defamation, or slanderous content, conducted by the Exhibitor during the Trade Show; or (iii) negligent acts or gross misconduct of the Exhibitor while in attendance at the Trade Show.

The rights and responsibilities established in this paragraph shall survive indefinitely the termination of the Agreement.

11. CHOICE OF LAW: This Agreement will be governed by and construed in accordance with the laws of the State of New Jersey. The parties hereby consent to the exercise of exclusive jurisdiction by the state or federal courts in the State of New Jersey for any claim relating to the enforcement of, or any rights under, this Agreement.

View the Rules & Regulations in their entirety in the Exhibitor Service Manual at www.CreativationShow.org/ESM

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

Association For Creative Industries 319 East 54th Street Elmwood Park, NJ 07407 Fax: 201-797-0657



CREDIT CARD AUTHORIZATION

Print or type all information.
Complete this form if you wish
to pay by credit card for any of
the items listed below.

EXHIBITING COMPANY

Company

AFCI ID#

CREDIT CARD INFORMATION

Account Number

Security Code (CVC)

Expiration Date

Cardholder name

Company name

BILLING ADDRESS

Address

City

State

Zip

Country

Telephone

Ext

Facsimile

AFCI is authorized to charge the above listed card the following expenses:

- ☐ Exhibit Space – 25% Deposit – for Early Bird Contracts
- ☐ Exhibit Space – Early Bird 2nd Payment (25%) when due
- ☐ Exhibit Space – 50% Deposit
- ☐ Exhibit Space – Final Payment (50%) when due
- ☐ Exhibit Space – Full Payment to be charged at now
- ☐ Membership Dues (mandatory for Member rate if not previously paid)

Deposit charged is based on schedule outlined in Exhibit Space Contract's "Payment" paragraph.

Balances for Exhibit Space not paid by deadlines outlined in that "Payment" paragraph will be automatically charged to this credit card.

Cardholder's signature

Date

COMPLETE AND RETURN TO:

Association For Creative Industries 319 East 54th Street Elmwood Park, NJ 07407 Fax: 201-797-0657



SHOW DIRECTORY LISTING FORM

Complete this form and return
with your Exhibit Space Contract
Fax: (201) 797- 0657 or Email:
dcennimo@afci.global

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

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 2, 2018**) 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 Donna Cennimo: dcennimo@afci.global; fax: (201) 835-1265

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

☐ American Express ☐ MasterCard ☐ Visa ☐ Discover
☐ Corporate ☐ Personal ☐ Debit

Card Number _____ Expiration Date ____/____ Security (CVV) Code _____

Cardholder's Name _____ Signature _____

FAX TO (201) 797-0657