



May 4-5, 2018

Jackson Convention Complex | Jackson, MS

EXHIBITOR APPLICATION/CONTRACT

This document serves as your application, and if you are accepted as a Mercantile exhibitor, your payment will be processed and this document will become your binding contract.

Please complete and return to:
Downhome Promotions, LLC, P.O. Box 16445, Jackson, MS 39236
Tel: 601.982.8418 Fax: 601.982.8447
Email: mercantile@mismag.com or lori@mismag.com

Company Name: _____

Doing Business As: _____

Address: _____

City: _____ State: _____ ZIP Code: _____

Telephone: _____ Cell: _____ Fax: _____

Email: _____ Website: _____

Contact Name: _____ Title: _____

Summary of products to be sold: _____

DESIRED BOOTH SPACE

- ___ 10' x 10' (one booth) \$595.00
- ___ 10' x 20' (two booths) \$995.00
- ___ 10' x 30' (three booths) \$1295.00
- ___ 10' x 40' (four booths) \$1595.00
- ___ 20' x 20' (end cap) \$2095.00

- ___ 10' x 5' (Artisan's Mini-Booth) \$295.00
*Only 10 available to Mississippi hand-crafted products
- ___ 20' x 10' Display-Only Booth \$395.00
*No cash-and-carry sales allowed; limited number available
- ___ 10' x 10' Tourism Agency Booth \$195.00

SPACE COST

Booth Price <small>(from left)</small>	+	
Corner Booth Request <small>(+100.00)</small>	+	
Total Cost for Booth Space	=	
Less Booth Deposit/Payment <small>(At least half required.)</small>	-	
Balance Due <small>(Must be paid in full by 1/31/18)</small>	=	

PAYMENT

Amount Enclosed: \$ _____

Please find check enclosed (payable to Downhome Promotions, LLC.) Check # _____

Charge to my credit card:

- Visa MasterCard

Card Number: _____ Exp. Date: _____ Sec. Code: _____

Cardholder Name: _____

Signature: _____

Would you like us to automatically charge your balance to your card on January 31, 2018?

Yes No

*Contract must be returned by Jan. 31, 2018; if accepted as a Mercantile vendor, payment will be processed and contract is activated. Email to mercantile@mismag.com, fax to 601.842.8447, or mail to: Downhome Promotions, 5 Lakeland Circle, Jackson, MS 39216

CONDITIONS OF CONTRACT

1. The Exhibitor agrees to abide by the conditions of this contract and of the separately listed Show Regulations. Failure to abide by these conditions and Show Regulations will result in ejection from the Show.
2. Exhibitor must have a display which sells actual merchandise to the general public, unless Exhibitor has specifically reserved space to display as a tourism information organization or has reserved a display-only booth.
3. Space contracted by Exhibitor may not be sublet without prior written permission of Management.
4. Exhibitor agrees to have staff present in the space during all hours that the show is open.
5. Exhibitor may not distribute promotional material from a third party without prior written consent of Management.
6. Exhibitor must keep all materials within the contracted space and refrain from intruding on other exhibitors' space.
7. Exhibitor agrees to cease any activities and/or remove any items that are deemed by Downhome Promotions, LLC to be objectionable to attendees or other exhibitors.
8. Management reserves the right to alter or change the space assigned to the Exhibitor.
9. Management reserves the right at any time to alter or remove exhibits or any part thereof, including printed materials, product, signs, lights or sound, and to expel exhibitors or their personnel if, in Management's opinion, their conduct or presentation is objectionable to other Show participants and/or attendees.
10. Exhibitor agrees to maintain their exhibit intact during all show hours and agrees to not dismantle their exhibit until after the close of the show. Exhibitor agrees to pay any costs incurred as a result of not removing all items prior to the moveout time in the Show Regulations.
11. Electrical power and outlets shall be at Exhibitor's expense, and will be arranged with Convention Display Services of Jackson. All operating electrical equipment used in the exhibit must meet within their guidelines.
12. The Exhibitor must provide proof of adequate insurance coverage six weeks prior to the Show.
13. Exhibitor agrees to pay all applicable sales taxes owed from sale of merchandise at the Show.
14. Exhibitor may use the Mercantile logo in promotions of participation in the Show as long as said use can not be construed as an endorsement of exhibitor's products or services by Downhome Promotions, LLC.
15. Exhibitor agrees to be liable for and will indemnify and hold harmless Downhome Promotions, LLC from any loss or damages whatsoever occurring to or suffered by any person or company either on the contracted space or elsewhere if said loss or damages arose from or were in any way connected with exhibitor's occupancy of said space.
16. Management assumes no responsibility for loss or damage to goods before, during, or after the Show.
17. Downhome Promotions, LLC reserves the right to change the dates upon which the show is to be held and shall not be liable for damages or loss resulting from such change.
18. Downhome Promotions, LLC shall not be liable in damages or otherwise for failure to carry out the terms of this contract in whole or in part where caused directly or indirectly by or in consequence of fire, storm, flood, war, rebellion, insurrection, riot, civil commotion, strike or by any cause whatever beyond the control of Downhome Promotions LLC whether similar to or dissimilar from the causes enumerated herein.

SHOW REGULATIONS

- **Show Hours of Operation:** The Mercantile will be open to the public during the following hours:
 Friday, 10 a.m. - 8 p.m. • Saturday, 9 a.m. - 5 p.m.
- **Exhibitor Staffing:** All booths must be staffed during all hours of operation. Downhome Promotions, LLC does not provide staffing of booths, electricity, labor, materials, lighting, or other booth requirements other than side and back curtains.
- **Move-in and Move-out:** The center will be open for load-in on Wednesday (time TBD) and on Thursday from 8 a.m. to 11:30 p.m. All booths must be completed by Thursday at 11:30 p.m. Thursday. Move-out must be conducted and completed on Saturday from 5pm until 10pm. Failure to complete move-out by 10 p.m. may result in extra rental costs that will be charged to the exhibitors responsible for the extra costs.
- **Exhibit Space:** Exhibitors must not intrude on adjacent exhibitors' space or the aisle walkways. Exhibit items over ten feet in height must be pre-approved by Downhome Promotions, LLC.
- **Security:** The center will provide security from the close of move-in through the end of show hours. Exhibitors should not leave valuable items or personal property unattended at any time. Downhome Promotions, LLC is not responsible for loss of or damage to exhibitor items at any time.

CANCELLATION POLICY

This contract may be cancelled by Exhibitor or Downhome Promotions, LLC at any time. If cancelled prior to March 1, 2018, 50% of total cost for space will be refunded. If cancelled on or after March 1, 2018, Exhibitor will be responsible for 100% of total cost for space.

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 Contract Conditions, Show Regulations, and Cancellation Policy agreed to by:

Company Name	Signature	Date
Contract accepted by Downhome Promotions, LLC		Date