



EXHIBITOR REGISTRATION
ATLANTIC CITY CONVENTION CENTER | ATLANTIC CITY, NJ | DECEMBER 8 - 9, 2017

Atlantic City Golf Show December 8 - 9, 2017

The Atlantic City Golf Show is the newest show in the region and will be the premier consumer show event of the season. The show will serve as a central location for golf enthusiasts, golf professionals and vendors to collaborate on the newest industry trends, products and everything related to golf!

One of the many benefits of being a loyal PGA Member is we are excited to offer you a 20% show discount off booth packages*!

Friday night will be the grand show opening with cocktails and light hor d'oeuvres, as well as a chance to meet celebrities such as Michael Breed and other PGA professionals to discuss the best of golf!

If your business is all about golf and fits into any of the categories below, the Atlantic City Golf Show is the prime place to showcase your business, products and services!

- Golf Manufacturers
- Golf Retailers
- Golf Equipment
- Golf Apparel
- Golf Courses
- Golf Resorts/Travel Destinations
- Golf Memberships/Associations
- Golf Club Fittings
- Golf Gift Collectables

Finish the year on a high and set the success of your business in 2018 on the right path with the Atlantic City Golf Show!

Enclosed, you will find the exhibitor information registration form for the Atlantic City Golf Show.

Space will be filling up quickly, as people are already talking about it!

Reserve your booth today to ensure you get the prime location you desire to maximize your profitability and marketing efforts.

If you have any questions regarding the Atlantic City Golf Show, please contact either of our representatives listed below:

Sharon Henschel, Atlantic City Convention Center | Office (609) 449-2032 | Email: sharon_henschel@comcastspectacor.com

Leila Mackie, PGA Philadelphia Section | Office (215) 886-7742 | Email: lmackie@pgahq.com

About Us

PGA Philadelphia Section and Spectra by Comcast Spectacor have partnered together to create and co-promote a premier golf show.

The PGA Philadelphia Section is 1 of 41 geographical sections of the PGA of America. They are the local managing entity covering Eastern PA, Southern NJ and Delaware. They service over 800 PGA Members and Apprentices working at over 320 golf facilities in their geographic region. Their mission is to enhance the lives and profession of the PGA Member and grow the game of golf.

Spectra by Comcast Spectacor focus is on the details behind every event. They are leading the industry through proven expertise in transforming events into experiences through strong relationships, quality standards and creative entrepreneurship. Spectra by Comcast Spectacor is backed by the power of Comcast and NBCUniversal and able to provide access to countless opportunities for further innovation and growth.



PGA
Philadelphia Section



SPECTRA
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EXHIBITOR TERMS AND CONDITIONS

ATLANTIC CITY CONVENTION CENTER | ATLANTIC CITY, NJ | DECEMBER 8 - 9, 2017

1. The conditions set forth herein and conditions set forth in the Exhibitors Manual constitute the entire agreement between the parties, except as contained herein, there are no representations or warranties, expressed or implied. Any changes in this agreement must be in writing and signed by both parties. Show Management reserves the right to render all interpretations and to establish further conditions as may be deemed necessary for the general success of the show. This Agreement shall be governed by the laws of the State of New Jersey applicable to contracts made and to be performed in such state, without regard to conflicts of laws principles.
2. Only exhibitors and exhibits pertaining to the sport of golf and related golf products/services, will be allowed to rent space at this Show. Show Management reserves the right to decline, prohibit or expel any exhibit which in its judgement is out of keeping with the theme, character, and general well-being of the Show, this reservation being all inclusive as to person, companies, things, printed matter, product, conduct, etc.
3. Distribution of advertising material and exhibitor solicitation of any sort shall be restricted to the exhibitor's booth. Exhibitor's display or product may not extend beyond the limits of the exhibitor's booth and no part of any exhibit or product may extend into any aisle. The aisles belong to the Show. No exhibitor shall arrange his exhibit as to obscure or prejudice adjacent exhibitors in the opinion of Show Management. Excessive noise, bothersome lighting or other use by exhibitor which interferes with the exhibition space used by other exhibitors is prohibited, as is the creation or maintenance by exhibitor of any dangerous or hazardous condition or situation. Special exceptions are given for displays that must conform to setups that require other than traditional booth design (Back wall 8' and side walls 3'). No exhibitor shall assign or sublet any part of his assigned space.
4. The Show does not provide equipment, decoration, labor carpenters, storage for exhibit materials, special lighting, gas, water supply or other related services. Exhibitor must make all arrangements for these items, and exhibitor shall defend, indemnify and hold harmless the Show for any and all claims, losses, damages, injuries or other charges, which may occur from such arrangements made by Exhibitor.
5. Exhibitor service manual will be provided approximately (3) months prior to the Event. Show Management will provide Exhibitor with an Exhibitor Service Manual which will contain information integral to Exhibitor's participation in the Event. The exhibitor service manual may also contain special updates regarding additional rules and regulations, including but not limited to, registration, shipping and receiving, utilities and building services, exhibitor display rules, and move-in/assembly and move out/dismantling of booths.
6. The selling of chances during the Show by paying or nonpaying exhibitors is strictly forbidden. Exhibitors may offer a free door prize or prizes of their products or services to Show patrons wishing to register at the exhibitor's booth. Nonprofit organizations may sell memberships and/or one noncompetitive product that are not available through retail selling booths, i.e.: hat or t-shirt with nonprofit group's name and logo. Non-retail exhibitors cannot sell pins, t-shirts, hats, etc., at their booths. However, such items may be given away at no cost to show patrons who book services offered by the exhibitor. Promotional items with the name and/or logo of the exhibitors may also be given away at no cost.
7. Signs, literature & sales must be restricted to the product(s) or services being displayed at the Show. Any signs or literature other than those being displayed must be reviewed by Show management and approval given before displayed at the Show. No selling off of other dealer's products; please bring your own products and models to display.
8. Exhibitors shall fully abide by, conform to and comply with, and shall cause every person under its direction or control who is connected with the performance of any aspect of this Agreement to fully abide by, conform to and comply with all applicable laws, rules, regulations and ordinances of the USA, State of New Jersey, the City of Atlantic City, the County of Atlantic and there respective agencies, as well as all rules, regulations and policies of Licensor for the use, occupancy and operation of the Premises. Exhibitor agrees to pay promptly all taxes assessed on its activities at the Show hereunder, including any sales tax on the payment of fees hereunder (which shall be in addition to the amounts due hereunder).
9. Cancellation Fees: 1/2 of total charge deposit required at time of signing. Deposits are non-refundable for canceled contracts. Final payments due by November 1, 2017. 100% of total charged if canceled after November 2, 2017.
10. A \$35 charge will be assessed for all checks received with insufficient funds. Issuer must also pay any fees or fines associated with checks with insufficient funds.
11. Exhibitor hereby agrees to indemnify, defend, and hold harmless the Atlantic City Convention Center, Spectra by Comcast Spectacor, PGA Philadelphia Section and the city of Atlantic City and their respective officials, officers, directors, agents, employees, successors and assigns from and against any and all claims, damages, expenses, costs (including, without limitation, reasonable attorneys' fees) and liabilities (collectively, "Claims") arising or alleged to arise from (i) any breach of this Agreement by Exhibitor, or (ii) any alleged or actual violation or infringement by exhibitor or its employees, agents or contractors of any copyright or other intellectual property right of a third party in connection with the Event or activities accruing at the Event, (iii) the use of occupancy of the Center by Exhibitor, its employees, agents, contractors, exhibitors, invitees, guests or patrons, and (iv) the acts or omissions, or violation of any applicable law, rule, regulations or order, of or by Exhibitor or any of its employees, agents, contractors, exhibitors, invitees, guests, or patrons. Notwithstanding the foregoing, the obligations of Exhibitor in this paragraph shall not apply to the extent the Claims or Costs arise out of the gross negligence or intentional misconduct of Show Management, Spectra by Comcast Spectacor, PGA Philadelphia Section, City of Atlantic City or its employees or agents.
12. Exhibitors MUST carry their own insurance. The Show Management and the Facility are not responsible for the safety of properties of the exhibitors, its officers, agents, or employees from theft, damages by fire, accident or any other cause whatsoever. The Show provides Security Guards. However, attention is called to the necessity for insurance covering all risks (liability, fire, theft, damage, vehicle, etc.) on your exhibit from the place of shipment to the exhibition facility and return, including the period during which the materials remain in the exhibition.
13. Exhibitor agrees that whenever an attorney is retained by Show Management, to represent the interest of Show Management in any civil or criminal proceeding, arbitration or mediation hearing, arise out of the terms of this Agreement or any disputes regarding payment due, contract view differences, participation difficulties, or any other legal action, all attorney and court fees (both Show Managements and Exhibitor's) shall be payable by the Exhibitor.
14. It is agreed that if the exhibitor fails to comply in any respect with the terms of this agreement, the Show Management shall have the right without notice to the exhibitor, to sell or offer the sale the exhibit space covered by this agreement; said exhibitor to be liable for any deficiency, loss or damage suffered by the Show by reason of the premises stated, which loss or damage the exhibitor agrees to pay the Show upon demand, together with reasonable expenses and costs incurred by reason thereof. It is further agreed that actual occupation of the exhibit space by an exhibit is of the essence thereof and that should the Show be unable to effect the sales of space as herein provided, the Show Management is then expressly authorized to occupy or cause said space to be occupied in such manner that it may deem to be in the best interest of the Show, without any rebate or allowance whatsoever to the original exhibitor.
15. Sponsor or Show Management will not be liable for the fulfillment of this contract as to the delivery of exhibit space if a Force Majeure Event is declared. The term "Event of Force Majeure" shall mean any and all acts of God, strikes, lock-outs, other industrial disturbances, acts of the public enemy, laws, rules and regulations of governmental or quasi-governmental entities, wars or warlike actions, arrest or other restraint of government (Civil or military), blockades, insurrections, riots, vandalism, terrorism or terrorist threats, epidemics, lightning, earthquakes, hurricanes, storms, floods, washouts, fire or other causality, civil disturbances, explosions, breakage or accidents to equipment or machinery, threats of bombs or similar interruptions, confiscation or seizure by any government or public authority, nuclear reaction, radioactive contamination, accidents, or any other causes, whether of the kind herein enumerated or otherwise that are not reasonably within the control or caused by the party claiming the right to delay the performance on account of such occurrence; provided, however, in no circumstances shall the monetary inability of a party to perform any obligation contained in this Agreement be construed to be an Event of Force Majeure.
16. Show Management shall have the full power in the interpretation and enforcement of all rules and regulations contained herein and the power to make such amendments thereto, and such further rules and regulations as it shall consider necessary for the proper conduct and success of the Show.
17. No food sales or food demonstrations are allowed without the proper clearance and approval from Show Management. Exhibits must have permits required by state and local government agencies.
18. If you are a BOOKING AGENT, please inquire into our rules, regulations and pricing, governing multi-representations of golf courses and/or resort accommodations.



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Philadelphia Section



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EXHIBITOR REGISTRATION FORM

ATLANTIC CITY CONVENTION CENTER | ATLANTIC CITY, NJ | DECEMBER 8 - 9, 2017

Company: _____ Company Representative: _____

Street: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

What do you plan to exhibit: _____

BOOTH PACKAGE SELECTION

Booths include: 8' back, 3' sides, 1 - 6' Draped table, 2 - chairs, 1 - small trash can, 7" x 44" booth identification sign, 4 exhibitor badges per 10' x 10' space.

Qty	Items	Price	Total Cost
_____	10'x10' Booth	\$450 \$360*	_____
_____	Additional Booths	\$400 \$320*	_____
_____	Corner Booth (10' x 10')	\$800 \$640*	_____
_____	Island Booth (20' x 20')	\$1500 \$1200*	_____

Subtotal: _____

NJ State Sales Tax - 6.875%: _____

Total: _____

Deposit Due—Half of Total: _____

Note: Other exhibitor services can be ordered for an additional charge.
See Exhibitor Kit for more information.
Booth locations are determined by Show Management.

The exhibitor listed on this document agrees to fulfill the terms and conditions set forth in the agreement.

A copy of your approved form will be mailed or faxed to you after it has been accepted by show management and booth space has been assigned.

SHOW SCHEDULE

Setup Hours	Thursday	Dec. 7	12 PM - 5 PM
	Friday	Dec. 8	8 AM - 2 PM
Show Hours	Friday	Dec. 8	4 PM - 8 PM
	Saturday	Dec. 9	10 AM - 8 PM
Breakdown Hours	Saturday	Dec. 9	8 PM - 12 AM

PAYMENT SCHEDULE

- Half deposit must accompany agreement.
- Final Payment due by November 1, 2017
- Payments made after November 1, 2017, add 10%
- Deposits are NON-REFUNDABLE for canceled contracts.

MAKE CHECKS PAYABLE AND RETURN TO:

Atlantic City Convention Center
Atlantic City Golf Show
One Convention Blvd, Atlantic City, NJ 08401
Phone: 609-449-2032 | Fax: 609-449-2090

Any questions or for more information please contact:

Leila Mackie, PGA Philadelphia Section | Office (215) 886-7742 | Email: lmackie@pgahq.com

Sharon Henschel, Atlantic City Convention Center | Office (609) 449-2032 | Email: sharon_henschel@comcastspectacor.com

BILLING INFORMATION

Credit Card #: _____ Exp. Date: _____ Sec. Code: _____

Billing Address: _____ City: _____ State: _____ Zip: _____

Name on Card (Print): _____ Signature: _____

INTERNAL USE ONLY - DO NOT WRITE BELOW THIS SPACE

Approved by: _____ Date: _____ Exhibit Space: _____