

## Terms and Conditions

The Daily Gazette has sole discretion as to which exhibitors will participate and categories will be limited.

**Exhibitor Booths:** Consideration will be given to each exhibitor's needs. Exhibitors with special requirements need to contact The Daily Gazette Events Manager at least 1 month prior to the date of the Expo. Set-up must be confined to the allotted space purchased and shall not obstruct aisles or neighboring exhibitors. Soliciting is permitted only in the area allotted for your booth. Based on the size and needs some exhibitors will be encouraged to purchase double booths or adequately scale down their display in order to remain in a single booth area. Booths will have an 8' high back drape and 3' high sides. If your booth does not require table and/or chairs, please note on your contract.

The Exhibitors agree to produce their exhibits in a dignified taste and in keeping with the reputation and image of the Expo and to provide staff to be present in the booth during Expo hours. Attendees arrive early so we ask that all exhibitors are ready a 1/2 hour prior to the event time. No early breakdown is permitted! You will be excluded from future Expos as a result of breaking down early.

**Single Booth:** Size 8 x 10, 6' table with tablecloth skirted, 2 chairs

**Double Booth:** Size: 16 x 20, 2 – 6' tables with tablecloth skirted, 4 chairs

Selling of Products and merchandise from booths is allowed, however, exhibitors must have a NYS tax ID.

Exhibitors may not share a booth. Only one (1) business per single/double booth. Exhibitors shall not sublet exhibit space or make any portion of exhibit space available to any other company or individual. Exhibitors may not exhibit any product, service or literature other than their own. This also includes business cards. Some exceptions will be made but only with prior approval from The Daily Gazette.

**Exhibitor Load In and Parking:** Exhibitors will be notified by email 2-3 weeks prior to the show with load-in information and other pertinent details.

Booth displays must be completely set up ½ hour prior to the start of the show. Any exhibitor who is a “no show” will not be entitled to a refund. **Exhibitors will not be allowed to set-up after the show has begun!**

Please limit the number of people within your booth area. DO NOT block the aisles with overflow people from your booth or block the booth areas next to you. If this occurs someone from your group will be asked to leave. Only those exhibitors who have paid in full will be allowed to set-up on the day of the show.

All exhibitors are expected to conduct themselves in a professional manner. Anyone failing to do so will be escorted off the premises and be prohibited from participating in any future events sponsored by The Daily Gazette Newspapers.

**LIABILITY:** The Daily Gazette Company, Inc., Sponsors, Landlord, Vendor Service and their officers and staff members disclaim all liability for damages or losses caused to or by any exhibitor by fire, water, flood, utility failures, acts of vandalism criminal acts, theft. The Daily Gazette will not be responsible for any failure of electric or other services. Vendors wishing to insure their goods must do so at their own expense.

The vendor shall at all times protect, indemnify, save and keep harmless The Daily Gazette, Sponsor, landlord, vendor services against any and all loss, cost, damage, liability or expenses arising from or out of or by reason of any accident or any other occurrence, including death, to anyone, including the Exhibitor, its agents, employees and attendees/invitees, which arises from or out of or by reason of said Exhibitors occupancy and use of the Exhibition premises or a part thereof. The Daily Gazette shall not be responsible for any damage, illness or injury to Exhibit or personnel, agents or attendees. Exhibitors shall indemnify and hold harmless The Daily Gazette from all liability which might ensue from any cause

whatsoever. Exhibitors agree to maintain adequate insurance to fully protect Gazette, sponsors and venues from any and all claims which may arise from set-up, during events and dismantling of Exhibitor's booths.

**POWER REQUIREMENTS:** Exhibitors requiring power will be required to notify The Daily Gazette in advance and an additional fee of \$30.00 is required. The cost of power is not included as part of your booth fee. This separate fee is added to your booth fee. You must state your electrical requirements on your contract. Any last minute electrical requests will incur an additional \$25.00 service fee.

**INTERNET:** If internet is needed you must arrange this ahead of time.

**ADDITIONAL EXHIBITOR SERVICES:** Exhibitors will be held responsible for any additional exhibitor services they require for the event. Total Events is one decorator available and can be reached at (518) 383-8602.

**CANCELLATION BY EXHIBITOR:** Any and all cancellations must be made by the person on the signed contract. If cancellation notice is given on or before at least 1 month prior to the event date a refund of 50% of the booth price will be refunded. All other cancellations will be subject to no refunds.

**CANCELLATION BY SHOW SPONSOR:** Should the Show not be held for any reason beyond the control of The Daily Gazette Newspapers, it will be rescheduled for a later date. Any money paid by an exhibitor for a booth will apply toward the same booth in the rescheduled show. If, for any reason, an exhibitor cannot participate on the rescheduled date, they will be entitled to a 25% refund.

**SHOW LOCATION:** Should the location be deemed by the Events Team at The Daily Gazette unusable and must be changed, no refund will be due to any exhibitors. Should the location be changed, the Events Team will assign a comparable exhibitor space in the new location. The Daily Gazette will not be financially responsible should the location be changed or the event is postponed.

**ACTS OF GOD, etc:** Should any acts of god, like extreme weather, war, fire, strike or government action, and other emergency situations happen and prevents the event from happening, The Daily Gazette may retain any exhibitor fees paid to help ease any expenses incurred to The Daily Gazette due to these acts.

**DOOR PRIZES:** You are encouraged to give away door prizes from your booth; this will help you capture additional leads from those attending the event. You will be responsible for the drawing and contacting the winner.  
THE ONLY DOOR PRIZES ANNOUNCED ON THE FLOOR WILL BE THOSE BEING GIVEN AWAY BY OUR SPONSORS OR ARRANGED WITH EVENTS MANAGER PRIOR TO THE EVENT.

**Please keep these "Terms & Conditions" for your records.**

Sign and return contract page only.

In signing contract you have agreed to our "Terms and Conditions" listed above.

Contact For Questions/Comments/Concerns:

Events Phone: 518-395-3045

The Daily Gazette

ATTN: Events

2345 Maxon Road Ext.

PO Box 1090

Schenectady, NY 12301

## Make Your Booth the Most Popular at the SHOW!

**Be creative with your booth:** You don't have to bring everything to make your booth look great. Keep it simple. Do bring samples of your work and products to display. You may sell merchandise from your booth.

**Build the impression of demand into your display:** Those attending the events will want your services if they think they're in high demand. Make sure your booth is organized and tidy.

**Pull a crowd to your booth:** Use interactive display, such as a game or a schedule demonstration. It doesn't need to be fancy to create interest and get attendees to cluster around you.

**Offer a door prize and/or handouts:** Have a give-away to collect contact information for those attending. This is a good way to get leads for your business. Keep in mind that you'll need to handle the drawing at your booth, and you will be responsible for contacting the winners.

The only door prizes or giveaways announced must be arranged prior to Show with the Daily Gazette Events Manager.

**Make it easy to obtain Information:** Use signs in your booth to display basic information. This saves attendees the trouble of having to wait to ask when you're busy with other potential clients. Do be sure that you have plenty of handout flyers and brochures. Be ready to do business and make appointments.

**Engage with attendees:** Do not stand at your booth and watch attendees walk by. The most successful exhibitors are those who engage in conversation with attendees and encourage conversation by drawing them to their booth. Be sure your body language is friendly. You are there to conduct business and attendees are there to shop and learn about your products and services.

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[www.dailygazette.com](http://www.dailygazette.com)

When Credibility Matters