



BLUFF CITY FAIR
May 24 - June 2, 2024
Fairgrounds at Tiger Lane
Memphis, Tennessee
INSIDE Exhibitor Application

Official Use Only	
Booth #	_____
Price	_____
Invoice Sent	_____
Paid in full	_____
Packet Sent	_____
Insurance?	_____

1

Company Name: _____

Contact Person: _____

Phone: _____

E-mail: _____

What do you plan to Exhibit (Product Line): _____

Booth prices are for 10 days (Circle One)

2

Inside
10x10 booth
\$350
Includes Power
(Corners \$50 additional)

Inside
10x20 booth
\$500
Includes Power
(Corners \$50 additional)

Bulk Space
Please call
for pricing

** If you have need a different booth size or require custom footage, please call us to discuss options.

*** If you have additional electrical requirements or require more than 20 amps, please call us to discuss specifications.

**** Exhibit space will be assigned on a first come first served basis. Booth locations subject to change. Two(2) exhibitor badges & two(2) parking passes will be given to all 10'X10' exhibitors and six(6) exhibitor badges & two(2) parking passes will be given to bulk space exhibitors. Additional vendor passes may be purchased for \$30 each. Additional parking passes may be purchased for \$15 each.

3

Please Read and Sign

Please sign this **COMPLETED** contract/application and fax, mail or e-mail **all pages** to Universal Fairs with payment to secure your space. **No space is confirmed until payment, application and insurance is received.**

Make checks payable to: **Universal Fairs - BCF**

We can also take signed fax applications with a credit card number. **Full payment is due 2 weeks before setup of the event.** If space is cancelled 1 month out from the date of the first day of the fair, or any time there after, all payments will be forfeited and if applicable, any unpaid late balances will be due.

“My firm acknowledges the rules and regulations set forth by Universal Fairs and that our employees and representatives will at all times observe, perform and abide by such rules.” (See page 5 for Rules & Regulations)

Official Representative: _____

Date: _____

Print Name: _____

Title: _____

Booth Size

Special Instructions:



Vendor Insurance

4

All exhibitors/vendors must have commercial exhibitor/vendor insurance with liability limits of \$1,000,000 (1 million) listing as additionally insured:

Additional Insured:

Universal Fairs dba Bluff City Fair, City of Memphis & Affiliates, Liberty Bowl Memorial Stadium & Fairgrounds and all of their employees as additionally insured.

Certificate Holder: Universal Fairs - BCF
PO Box 1327 Cordova, TN 38088

*****Proof of insurance must be on file in our office by 5/14/2024*****

NO EXCEPTIONS!

*****No vendor will be allowed to set-up without liability insurance on file prior to set-up!*****

5 Need to Purchase Insurance? YES NO (I have my own)
 \$100 per vendor first booth. \$50 each additional.*

Date of request: _____ Date Insurance needed: **5/14/2024**

Name of person completing form: _____

Phone: _____ () _____ Fax: _____ () _____

1. Name of event: **Bluff City Fair**

2. Move-In Date(s): **May 23-24, 2024**

3. Date(s) of event: **May 24 - June 2 2024**

4. Move-Out Date(s): **June 2 - 3, 2024**

5. Type of Event: **Fair & Music Festival**

6. Facility Contracted: **Fairgrounds at Tiger Lane**

7. Vendor/Tenant Name: _____

8. Vendor/Tenant Address: _____

9. Products Selling/Displaying: _____

6

Insurance Total:

\$ _____

\$100 per vendor first booth.
\$50 each additional.

7

Official Representative: _____ Date: _____

Print Name: _____ Title: _____

Credit Card Authorization & Order Form

Card Type:

- VISA
- MASTERCARD
- DISCOVER
- AMEX

8

Cardholders Name

Credit Card Billing Address

City	State	Zip
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Card Number:	Expiration Date	Security Code
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All balances are due two(2) weeks prior to set-up date. All remaining balances will be automatically charged to the Credit Card on file in the week leading up to the event unless otherwise noted.

9

Booth Total:
Total # of Booths x Booth Price from Section

Total from Section **2**

Total Insurance:
If purchasing insurance through us

Total from Section **5**

Do you need to purchase additional vendor or parking badges?
Vendor passes: \$30 each / Parking passes: \$15 each

Do you need to rent a 10x10 tent?
Tent rentals are \$200

Total:

Credit Card Charge:

50% Deposit required to reserve booth

Balance Due:

10

Authorized Cardholder Signature: _____

Date: _____

By signing this, I agree to be charged for all of the itemized requests above.

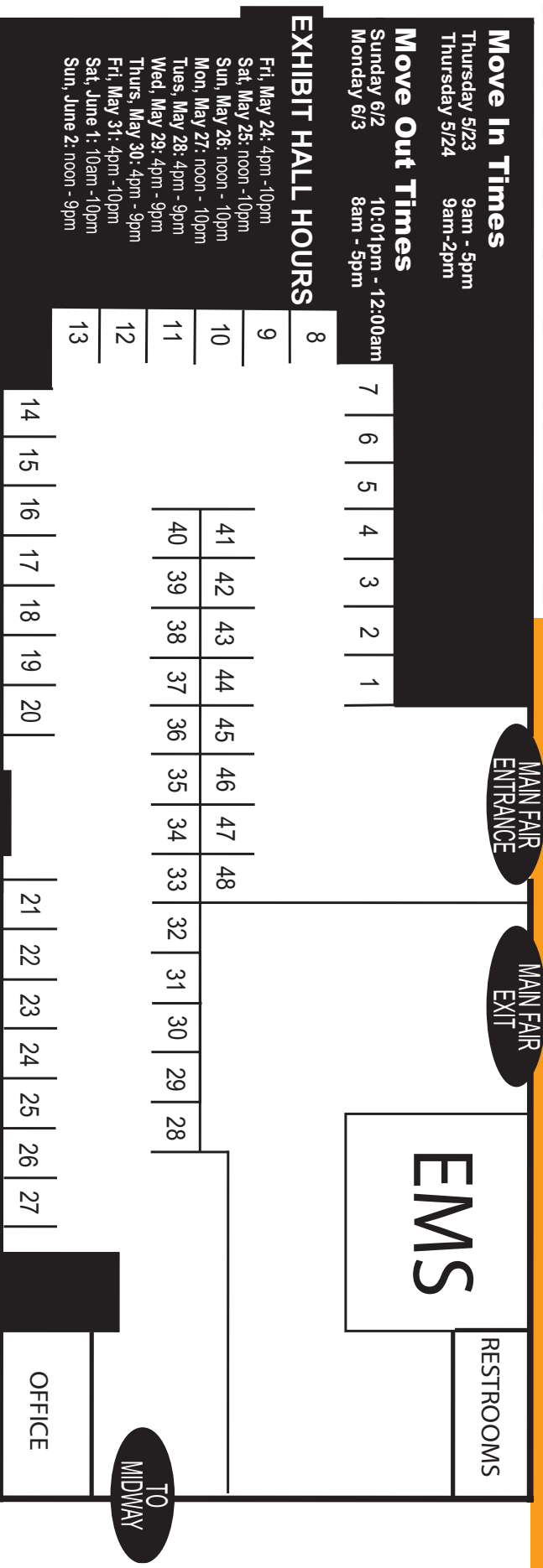
Return this fully completed application with your full payment to:

Universal Fairs
Attention - Exhibitor Services for Bluff City Fair
P.O. Box 1327, Cordova TN, 38088-1327



Commercial Exhibit Layout

May 24 - June 2, 2024



Move In Times
 Thursday 5/23 9am - 5pm
 Thursday 5/24 9am - 2pm

Move Out Times
 Sunday 6/2 10:01pm - 12:00am
 Monday 6/3 8am - 5pm

EXHIBIT HALL HOURS

Fri, May 24: 4pm - 10pm
 Sat, May 25: noon - 10pm
 Sun, May 26: noon - 10pm
 Mon, May 27: noon - 10pm
 Tues, May 28: 4pm - 9pm
 Wed, May 29: 4pm - 9pm
 Thurs, May 30: 4pm - 9pm
 Fri, May 31: 4pm - 10pm
 Sat, June 1: 10am - 10pm
 Sun, June 2: noon - 9pm

LOAD
IN/OUT

LOAD-IN/OUT

Booth Prices & Sizes

- Inside 10'X10' Booths = 10 days \$350 (Includes Power)
- Inside 10'X20' Booths = 10 days \$500 (Includes Power)
- Outside 10' X 10' Booths = 10 days \$ \$1000 (Includes Power & Includes Tent)
- Outside 10' X 20' Booths = 10 days \$ \$1750 (Includes Power & Includes Tent)
- Outside 10' X 30' Booths = 10 days \$ \$2250 (Includes Power & Includes Tent)
- Outside 20' X 20' Booths = 10 days \$ \$3000 (Includes Power & Includes Tent)

Bulk Space- Call for pricing



TERMS, RULES AND REGULATIONS FOR UNIVERSAL FAIRS

This document and any later additions, corrections or clarifications made by Universal Fairs are a binding part of the Exhibitor Contract/Application.

1. ADMISSIBLE EXHIBITS

- a) Exhibitor will not display any product without the endorsement or approval of the manufacturer. Exhibitor represents that it has full authority and all approvals necessary to display and sell its products at this show.
- b) Show Management reserves the right to determine the eligibility of any company or product for inclusion in the show. No Exhibitor shall exhibit, or permit to be exhibited in the space allocated to them, any merchandise other than that specified in this application.
- c) Exhibitor agrees that Show Management may remove any exhibits that it determines are of a disruptive, objectionable or inappropriate nature.

2. DISPLAY CHARACTERISTICS

- a) Dimensions of all exhibit areas are believed to be accurately stated on the floor plans. If there is a discrepancy or error, Show Management will make every effort to correct the situation once it is brought to our attention.
- b) Facility lighting may not illuminate all areas evenly and effectively and Show Management assumes no responsibility for providing additional lighting. If available, Exhibitor may order additional lighting at its expense (see Exhibitor Kit). Show Management assumes no responsibility for temperature levels during set-up, exhibit or takedown periods.

3. LATE ARRIVALS

Exhibitors arriving for set-up after their scheduled installation time can be relocated to any location specified by Show Management or, if no alternative is available, may be required to forfeit their show participation rights.

4. STAFFING OF EXHIBITS

- a) Exhibits must be staffed during all show hours.
- b) Exhibit removal prior to the final day's close of the show is strictly forbidden.
- c) Exhibitors that do not comply with these regulations will not be offered renewal of their space in the following year's show.

5. PAYMENT FOR SPACE

- a) Exhibitors must be paid in full before they are allowed to move into the show. (All other accounts with Universal Fairs, Inc. must also be current.)
- b) Exhibitors who fail to make space payments in accordance with the terms on the application will not be considered for space increases, location changes or upgrades of any kind and are subject to cancellation without credit or refund.

6. CANCELLATIONS AND CUTBACKS

- a) Should the exhibitor wish to cancel this contract or reduce the total amount of space (or spaces), Universal Fairs, Inc. will refund all payments received only if written notice of the request for cancellation is received by Universal Fairs, Inc. before the contract is accepted by Universal Fairs, Inc.
- b) Once a contract has been accepted, written notice of a cutback or cancellation must be sent to Universal Fairs, Inc. Specific deadlines and details regarding cancellation are stated on each individual show/expo applications.
- c) For all Exhibitors requesting a space reduction, Universal Fairs, Inc. reserves the right to relocate the exhibit or reconfigure it as determined by show management.

7. SUBLEASING

Exhibitors may not sublease their space. Sublease in this use includes renting, sharing, donating or in any way allowing another company or person to display or advertise in an exhibitor's space. Non-exhibiting firms may not place stickers, placards, or other signs anywhere in the show.

8. SALE OF MERCHANDISE

Management reserves the right to limit over-the-counter sale of products for delivery at the show to designated areas. The exhibitor agrees to be solely responsible for registering for, collecting, and reporting appropriate sales taxes.

9. INDEMNIFICATION

- a) Exhibitor, without regard to assignment, lease, sublease or dealer occupancy shall indemnify, hold harmless, defend and reimburse the show venue, Universal Fairs, Inc. and their managers, officers, agents and employees, and each of them ("indemnities") from all losses, claims, liability, damage, actions, judgments recovered from or assessed against above named indemnities, plus expenses (including, without limitation, attorney's fees and expenses) (i) from the breach by Exhibitor and/or its Contractors, their directors, officers, employees, agents or Exhibitor's contractors, or any of them, of any representation or covenant set forth herein; (ii) for any injury to or death of any persons, or any loss of, through theft or otherwise, or damage to, property arising in any way in connection with the use and enjoyment by the Exhibitor, or any other person or entity, with the permission, express or implied, of Exhibitor of the space, equipment or the show space or hall; (iii) arising from the use of equipment, devices furnished to or used by the Exhibitor, or other persons in connection with the show, or the use of the space.

- b) Each party agrees that the federal and state courts sitting in the city of the show have exclusive jurisdiction to hear and to determine all claims and disputes between the parties arising out of this agreement. Exhibitor waives any objection based upon lack of personal jurisdiction, improper venue or forum non conveniens. Each party hereby waives its right to a jury trial in the event of any such litigation. Neither party shall have any liability to the other for punitive, incidental, or consequential damages, including, but not limited to, loss of profit, revenue, or enterprise value, as a result of a breach of this agreement, tort, or otherwise, to the full extent such liability may be disclaimed by law.

10. ACTS OF GOD

Universal Fairs, Inc. shall have no liability whatsoever for any matter or thing resulting from strikes, lockouts, fire, acts of terrorism or war, or other acts of God; except that if Exhibitor's show space has not been made available to Exhibitor, Universal Fairs, Inc. shall return to Exhibitor payments made by Exhibitor after deducting therefrom a pro-rata share of expenses incurred in connection with said Show.

11. INSURANCE

- a) Universal Fairs, Inc. shall not be responsible for any loss of or damage to any property of the Exhibitor for any reason, including theft. Exhibitor is required to follow and use all of the security arrangements made by Universal Fairs, Inc. for property and valuables when the show is not open.
- c) The Exhibitor understands that neither Universal Fairs, Inc. nor the show venues maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

12. COPYRIGHTS

Exhibitor hereby assumes all responsibility for, and all costs and expenses arising from, Exhibitor's or Exhibitor's agents' or employees' incorporation or use during the Event of any music, written material, dramatic rights, inventions, devices or similar items that are the subject of any copyright, trademark, trade name, patent, franchise or other contractual or statutory protection. Exhibitor agrees to indemnify, defend and hold harmless Universal Fairs, Inc. and its directors, officers and employees from any claims, damages, costs or expenses, including, without limitations, attorneys' fees and expenses, incurred by any of them that arise out of or in connection with such incorporation or use.

13. AMENDMENTS

- a) The Show Management has full power in the interpretation and enforcement of all terms, rules and regulations and full power to establish other rules and regulations considered necessary for the proper conduct of the Show.
- b) Exhibitor agrees to comply with such terms, rules and regulations. Exhibitor's failure to comply with such terms, rules and regulations shall entitle Universal Fairs, Inc. to terminate Universal Fairs, Inc.'s obligations under this contract and remove Exhibitor from the show or shut down or darken Exhibitor's space.
- c) Exhibitor agrees to comply with all pertinent laws, codes and regulations of municipal or other authorities which affect the show space.
- d) No failure by Universal Fairs, Inc. to enforce or any delay in the enforcement of any rights or power by Universal Fairs, Inc. shall impair any right, power or remedy that Universal Fairs, Inc. may have under this contract.

X _____

SIGNATURE

DATE