

**Exhibit Contract**

Thursday - Friday  
Nov. 21-22, 2024  
Ernest N. Morial Convention Center  
New Orleans, LA

# Athletic Business

## SHOW 2024

**Return contract and payment to:**

Athletic Business, Attn: Steve Statsick  
22 East Mifflin Street, Suite 910  
Madison, WI 53703 • Fax 608.249.1153  
Email: [steve@abshow.com](mailto:steve@abshow.com)

**EXHIBITOR INFORMATION**

List your company information exactly as it should appear in the convention guide.

Company Name: \_\_\_\_\_

Exhibiting as (if different from the above): \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Local Telephone: \_\_\_\_\_ Toll-Free Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Web Site: \_\_\_\_\_ Company E-Mail: \_\_\_\_\_

Convention Guide Products/Services: \_\_\_\_\_  
(please list up to 4 codes from enclosed sheet)

Primary Contact for Exhibit Information: \_\_\_\_\_

Email for Contact Person: \_\_\_\_\_

**By signing below, our company agrees to abide by AB Show's rules & regulations as noted on the reverse of this contract.**

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name (please print): \_\_\_\_\_ Title: \_\_\_\_\_

**BOOTH SELECTION**

**EXHIBITOR FEES:** 50% Deposit is due with this signed contract to hold space at AB Show. Payment must be made to Athletic Business in U.S. funds. Final payment is due by Aug 2, 2024. AB Show will not hold space without a contract and full payment after this date. See cancellation policy on page 2.

\_\_\_\_\_ Booth(s) \$3,050 per 10' x 10' = \$ \_\_\_\_\_

\_\_\_\_\_ MINUS Early-Bird Discount (\$100 per 10' x 10') = \$( \_\_\_\_\_ )  
(Early bird discount for contract & deposit received by April 1, 2023)

Subtotal: = \$ \_\_\_\_\_

\_\_\_\_\_ Plus \$200 for each corner = \$ \_\_\_\_\_

TOTAL BOOTH COST: = \$ \_\_\_\_\_

50% Deposit Required = \$ \_\_\_\_\_

\_\_\_\_\_ Plus \$800 Attendee Promotional Email = \$ \_\_\_\_\_  
(must be paid in full)

**TOTAL DEPOSIT WITH PROMOTIONAL EMAIL** = \$ \_\_\_\_\_

**EXHIBIT SPACE PREFERENCES:** Please select a booth type and a representative will contact your Primary Contact as indicated on this contract to confirm a location.

Inline Booth \_\_\_\_\_ Island \_\_\_\_\_

Our Company prefers NOT to be near the following companies:

**ATTENDEE PROMOTIONAL EMAIL:**

Reach out to potential buyers before they get to the show!

Reach all pre-registered attendees before the show and make your company stand out from the other 250+ companies on the floor.

Supply us with a digital image, 50 words of text and a URL to link your ad to your website. We will format it and send it out in a group email about four weeks before the show.

Cost: \$800

**PAYMENT INFORMATION**

CARD # \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_ SECURITY CODE \_\_\_\_\_

NAME ON CARD \_\_\_\_\_

SIGNATURE \_\_\_\_\_

**I authorize AB Show to charge the remainder of the balance on Aug. 2, 2024, to the credit card indicated.**

Initial Here: \_\_\_\_\_

**SHOW MANAGEMENT USE ONLY**

Payment type: \_\_\_\_\_ Amount: \_\_\_\_\_ Date: \_\_\_\_\_ Booth Number: \_\_\_\_\_

EXHIBIT SPACE

The space contracted for is to be used solely by the exhibiting company whose name appears on this Exhibitor Contract and it is agreed that the exhibitor will not sublet or assign any portion of same. Space is assigned after a completed Exhibitor Contract with deposit payment is received by Show Management, and is subject to availability of space preferences, special needs and compatibility of exhibitors. If during the event, the exhibitor is in violation of these rules & regulations, Show Management has, at any time, the right to regain the immediate possession of any space. Further, Show Management reserves the right to interpret these rules & regulations and determine eligibility of any company or product for inclusion in this exhibition.

PAYMENT

A 50% deposit must accompany the contract for exhibit space. The balance due for this contracted space must be made by **Aug 2, 2024**. All contracts received after this date must be accompanied by full payment. If not paid in full, AB Show may reassign or cancel the space without refund of deposit. Exhibit displays cannot be set up unless all rental fees are paid in full. Any space not claimed and occupied may be reassigned by AB Show without refund of rental fee paid.

CHILDREN ON THE SHOW FLOOR

For the safety of children of exhibitors and attendees, no one under the age of 16 will be allowed on the show floor at any time during move-in and move-out hours. During show hours, only children with name badges will be permitted provided they are under close parental supervision. Children are not allowed to use display equipment at any time. Exhibitors or attendees with children in violation of this policy or deemed unsupervised as determined by Show Management forfeit their show passes and must exit the hall immediately.

CANCELLATION

All cancellations must be in writing. AB Show reserves the right to consider an Exhibitor's downsizing of booth space as a cancellation of original space and purchase of new booth space. Accordingly, the Exhibitor may be required to move to a new location after requesting downsized space.

Date Written Notice Is Received by AB Show	Cancellation Fee
On or before June 18, 2024.....	10% of exhibit fees
After June 18, 2024 .....	50% of exhibit fees
After Aug 20, 2024.....	100% of exhibit fees

BOOTH DESIGN & FLOOR LAYOUT

Show Management reserves the right to assign, designate or change booth locations. The aisles belong to Show Management, unless otherwise noted. Neither exhibits nor advertising material will be permitted to protrude into the aisles. Show Management reserves the right to control and prohibit any disturbing noises produced by an exhibitor. No part of any exhibit may be more than eight (8') feet high without written permission of Show Management. The sidewing displays, pipe racks and the like may be as much as eight (8') feet high provided they do not extend out toward the aisle more than five (5') feet from the back wall of the display. Any sides, etc., utilizing the remaining five (5') feet out to the aisle may not be more than four (4') feet high. Any unfinished exposed portion of an exhibit must be draped at the expense of the exhibitor.

BANNERS & CUSTOM EXHIBITS

Banners may only be hung over exhibit space that is 20' x 20' or larger and to a maximum height of twenty (20') feet (from floor to top of banner) with a minimum clearance of ten (10') feet (from floor to bottom of banner); advance approval from Show Management is required.

All custom construction and booth designs must be approved by Show Management in advance. No exhibit shall be allowed to obstruct clear vision to other booths in the same line or adjacent lines unless it is an island display, having four corners on four sides. In the case of island booths, if a solid wall is to be part of the display, or any free-standing unit above eight (8') feet high, or any multi-level construction above eight (8') feet high, a booth rendering must be submitted to Show Management for approval of such construction in advance. All designs must be received and approved in writing by AB Show by **Sept. 13, 2024**. Unless otherwise noted, Show Management follows trade show industry standards for booth design and installation, as developed by the International Association of Exhibitions & Events (IAEE).

INSTALLATION & DISMANTLE

Exhibits may be installed beginning Wednesday, **Nov. 20, 2024**, at 8:00 a.m. and must be completed by 11:00 a.m. on Thursday, **Nov. 21, 2024**. Exhibit dismantling will begin following the closing of the show, **Nov. 22, 2024**. No dismantling will be permitted before closing time, and no exhibitor shall have the right to pack or remove articles on display prior to show closing on Friday without prior approval from Show Management.

SOUND & LIGHTING

Show Management maintains an 85-decibel sound level for all exhibitors. This level has been identified as being a safe level for trade show demonstrations by the Occupational Safety & Health Administration (OSHA). Show Management reserves the right to closely monitor sound usage and, where necessary, restrict the music and other audio demonstrations in an exhibitor's booth at its discretion. Show Management's actions can include, but are not limited to, reviewing and adjusting all sound system and loud-speaker placements within an exhibit, restricting sound levels within a booth and restricting demonstrations within a booth, regardless of an exhibitor's contracted arrangements with fitness instructors or celebrities appearing in an exhibitor's booth. All exhibitors planning to have an audio demonstration within their exhibit space must submit complete details to AB Show, including a description of the demonstration(s), the frequency of demonstrations and the location of sound systems (specifically loud-speakers). Demonstration descriptions are due in writing to AB Show for written approval by Show Management by **Sept. 13, 2024**.

If a complaint is registered and a visit to an exhibitor's booth by Show Management does not result in full compliance, Show Management has the authority to cancel all booth demonstrations and/or terminate all electrical power to a booth for the remainder of the Trade Show. Specialty lighting, video presentations and promotional lighting projected on exhibit hall walls, ceiling or floor spaces not contracted for with Show Management is prohibited.

REMOVAL OF GOODS

For security reasons, exhibitors are not allowed to deliver merchandise to customers from the Trade Show floor before closing on Friday, **Nov. 22, 2024**. Exhibitors that need to remove items from their display, such as shopworn items, may only do so by presenting a release slip, signed by a Show Management representative, to the security guard at the main entrance. Removals normally will be authorized only at the end of a show day.

PHOTO RELEASE

We occasionally use photographs or videos of our exhibitors in promotional materials. By virtue of your attendance, you automatically agree to usage of your likeness in such materials.

PHOTOGRAPHY & TAPING

No photography and/or videotaping will be permitted without prior written authorization by Show Management.

FREIGHT & WAREHOUSE SHIPMENTS

Instructions concerning freight and warehouse shipments will be sent directly from the official service contractor in the Exhibitor Service Kit. Do not ship exhibit freight to the Ernest N. Morial Convention Center prior to the first official move-in day, as there will be no one available to receive shipments. Exhibitors must adhere to procedures detailed in the Exhibitor Service Kit.

Exhibitors are responsible for coordination and payment of all their freight to and from show site. If an exhibitor's freight is still at show site at the end of the published hours for show dismantle, the show's decorator will place that freight with a freight carrier at the expense of the exhibiting company.

INSURANCE

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save Athletic Business Media Inc., the Ernest N. Morial Convention Center, other show vendors and its employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines, and attorney fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence or intentional acts or omissions of the Convention Center, its employees or agents.

Athletic Business Media Inc., Freeman Decorating Company and the Ernest N. Morial Convention Center do not maintain insurance covering an exhibitor's property. It is the sole responsibility of the exhibitor to obtain the appropriate amount and type of insurance to cover their property, agents or employees from theft, damage by fire, accident or any other cause. Show Management will not be responsible for any injury that may occur at exhibits or to an exhibitor's employees, or for the loss of, or damage to, any material from any cause whatsoever, whether in transit, or during the Trade Show, regardless of whether Show Management furnishes attendants, guards or night watchpersons.

A Certificate of Insurance will be required from each exhibiting company naming Athletic Business and its agents as additional insureds on the policy effective during the period of activity. A Certificate of Insurance must be received by AB Show on or before **Oct. 18, 2024**.

SECURITY & UNCONTROLLABLES

Reasonable precaution against damages or loss by fire, water, theft and other emergencies will be taken, including 24-hour security, but Show Management does not guarantee, nor insure the exhibitor against loss by reason thereof. In case the premises to be used by the exhibit shall be destroyed by fire or elements, or by any other cause, or in case any other circumstances shall make it impossible for Show Management to permit the said premises to be occupied by said exhibitor for use, herein specified, then and thereupon this agreement shall terminate and the said exhibitor shall and hereby does waive any claim for damages or compensation. It is agreed that Show Management reserves the right to retain such part of the payments made by exhibitors for booth space as would be necessary to cover all expenses incurred by Show Management incidental to the opening of the Trade Show, up to the time of cancellation.

EXHIBITOR ACTIVITIES

Display or demonstration items outside the exhibit area or scheduling of private functions, cocktail parties, special events, etc. during the period of set up, show days or dismantle will be permitted only with the written permission of Show Management. Exhibitors must submit to Show Management a description of any program intended to be held at, or in conjunction with, its exhibit in New Orleans. Exhibitor activities written request is due to AB Show by **Sept. 13, 2024**.

Neither hired models nor booth personnel may walk the aisles of the Trade Show representing or promoting a company product. No canvassing, advertising, displaying, demonstrating or distributing items and/or literature will be permitted outside the company's own exhibit area without permission of Show Management. No materials or signs shall be posted, nailed or tacked to drapes or walls of hotel hallways or the Trade Show area. No printed material will be allowed to be delivered to or placed under hotel guestroom doors without Show Management's consent.

EXHIBITOR'S RESPONSIBILITY

Exhibitor booths must be staffed at all times during regular Trade Show hours. An exhibitor of the Trade Show, and affiliated agents or employees may not enter another exhibitor's booth space without the latter exhibitor's permission. Exhibitors shall abide by and observe all laws, rules and regulations of the federal, state and city governments, as well as the convention and trade show facilities. This includes regulations regarding labor jurisdictions. All decorations and electrical wiring and fixtures must comply with local fire laws; state and local fire regulations must be followed. Exhibitors planning to serve food and/or beverages from their booths must contact Show Management. All food and beverages must be purchased and cleared through the Ernest N. Morial Convention Center.

RULES & REGULATIONS CHANGES

Show Management reserves the right to change or modify these rules and regulations as deemed appropriate to improve the Trade Show. All policies and procedures stated herein and as detailed within the Exhibitor Prospectus will be in effect until further notice.

**By registering for AB Show, you submit your information to Athletic Business Media, who will use it to communicate with you regarding this event and their other services.**

## Product/Service Categories for the 2024 Convention Guide

Please select a maximum of four codes from the list below and write these selections on your exhibit contract for inclusion in the products/services section of the AB Show 2024 Convention Guide

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- |  |   |
|--|---|
| 100 - Acoustical Wall/Ceiling Materials & Enclosures | 570 - Ice Arena/In-Line Components  |
| 110 - Adapted Physical Activity Products             | 580 - ID Systems (Card, Photo, Wristband)   |
| 130 - Air-Supported/Fabric Structures                | 600 - Insurance/Financial Services  |
| 140 - Apparel  | 610 - Job Boards  |
| 145 - Aquatic Training Equipment                     | 620 - Lacrosse Equipment  |
| 150 - Aquatics/Life Safety Products                  | 630 - Landscape Architects  |
| 160 - Aquatics/Pool Components                       | 640 - Laundry Services  |
| 170 - Aquatics/Pool Consultants                      | 660 - Lighting  |
| 175 - Aquatics/Pool Maintenance Equipment            | 665 - Lighting, Inspection Services   |
| 180 - Architects/Engineers/Consultants               | 680 - Lockers/Locks   |
| 190 - Associations/Organizations                     | 700 - Massage Equipment   |
| 200 - Badminton Components                           | 710 - Mats  |
| 210 - Baseball/Softball Products                     | 720 - Mobile Apps   |
| 220 - Basketball Products                            | 730 - Nutritional Products/Supplements  |
| 230 - Bike Racks                                     | 735 - Outdoor Fitness Equipment   |
| 240 - Bleachers/Seating                              | 760 - Picnic Tables   |
| 260 - Boxing Equipment                               | 770 - Playground Equipment  |
| 265 - Brain Fitness Programs                         | 790 - Publications/Media  |
| 267 - Branding, Facility                             | 800 - Racquetball/Handball/Squash Systems   |
| 270 - Buildings, Pre-Engineered                      | 815 - Rehabilitation Services   |
| 290 - Cardiovascular Equipment                       | 825 - Renewable Energy Products   |
| 300 - Children's Programs/Equipment                  | 830 - Rest Room Partitions  |
| 310 - Cleaning Equipment/Supplies                    | 840 - Ropes Challenge Courses   |
| 320 - Climbing Walls                                 | 850 - Saunas/Steam Equipment  |
| 340 - Club Entertainment Systems/DVDs/Videos/Music   | 860 - Scales  |
| 350 - Club Sales/Marketing/Advertising               | 870 - Scoreboards/Large-Screen Video/Electronic Signs   |
| 360 - Concession Equipment/Food                      | 875 - Security Systems  |
| 370 - Defibrillators                                 | 880 - Senior Programs   |
| 380 - Drinking Fountains/Water Coolers               | 890 - Shoes   |
| 390 - Educational Institutions                       | 900 - Signage (Indoor, Outdoor)   |
| 400 - Exercise and Fitness Charts                    | 920 - Soccer Equipment/Components   |
| 410 - Facility Design Schools                        | 930 - Software/Computer Systems   |
| 420 - Fences   | 940 - Sound Systems, Portable   |
| 430 - Field and Floor Covers                         | 950 - Sports Surface Maintenance Products   |
| 440 - Field Hockey Equipment                         | 960 - Sports Surfaces - Fields  |
| 450 - Fitness Assessment Equipment                   | 970 - Sports Surfaces - Flooring  |
| 460 - Fitness Certification Programs                 | 975 - Sports Surfaces - Track & Tennis  |
| 465 - Fitness Equipment Service & Repairs            | 985 - Strength Equipment  |
| 467 - Fitness Tracking Equipment                     | 990 - Tables/Chairs   |
| 480 - Football Products                              | 1010 - Tennis Components  |
| 485 - Functional Fitness Equipment                   | 1020 - Tents & Canopies   |
| 490 - Fund-Raising Programs/Products                 | 1040 - Timing Systems   |
| 495 - Games  | 1050 - Towels   |
| 500 - Golf Products                                  | 1060 - Track and Field Equipment  |
| 510 - Golf Simulators                                | 1080 - Transportation Management & Services   |
| 515 - Group Exercise Programs                        | 1090 - Trophy/Display Cases   |
| 520 - Gym Dividers/Netting/Rigging Equipment         | 1100 - Uniforms   |
| 530 - Gym Wall Padding                               | 1105 - Vibration Exercise   |
| 540 - Gymnastics Equipment                           | 1110 - Volleyball Components  |
| 545 - Headphones/Headsets                            | 1150 - Yoga Products  |
| 550 - Heart Rate Monitors                            | Other - Please describe product/service on the product and services section of your exhibitor contract. |
| 560 - HVAC Systems & Components                      |   |