



**Booth Registration – The Small Business Show – SOHO Rochester 2012**  
**Thursday, April 5, 2012, 9 am – 4:30 pm, Rochester Riverside Convention Center**

**SHOWCASE YOUR PRODUCT OR SERVICE FOR SMALL BUSINESS!**  
**RESERVE YOUR BOOTH EARLY FOR BEST SELECTION!**

- Determine the number of booths.
- Review Show Regulations
- Complete the registration form below.
- Detach form, mail by March 5, 2012 (to avoid \$25 late fee) along with credit-card information or check made payable to: **Premier Promotions, 4280 Persimmon Path, Liverpool, NY 13090**

**BOOTH INFORMATION**

- 10' by 10' space • 8' back drape, 3' side drapes • 6' skirted table • 2 chairs • waste basket  
ID booth sign
- Electricity is available for an extra charge. Also phone lines & other services available for additional charges
  - Bulk space available

**BOOTH RATES**

- \$595 per 10' by 10' booth.
- Non-profit organizations receive booth rate of \$545 per 10' by 10' booth.

**CANCELLATION POLICY**

\$100 fee until 2/5/12, After 2/5/12 - \$200 fee until 3/5/12, After 3/5/12- NO REFUND.

**For more details on exhibiting call Steve Becker at Premier Promotions in Rochester 315.622.2249, or email [steve@premierpromo.com](mailto:steve@premierpromo.com).**

## REGISTRATION FORM

You can register by printing this form, completing the requested information and faxing it to:  
(315) 622-3396, emailing to [steve@premierpromo.com](mailto:steve@premierpromo.com) or mailing it to:  
**Premier Promotions, 4280 Persimmon Path, Liverpool, NY 13202**

***The Small Business Show - SOHO Rochester 2012***  
**Wednesday, April 5th - Rochester Riverside Convention Center**

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

Contact Name: \_\_\_\_\_

Type of Business: \_\_\_\_\_

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

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

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**BOOTH FEES: \$595\* PER BOOTH \$545\* NON-PROFIT**

**NO. OF BOOTHS \_\_\_\_\_ TOTAL DUE \$ \_\_\_\_\_**

**\*( \$25 late charge after 3/5/12)**

\_\_\_ Check enclosed, payable to: Premier Promotions, 4280 Persimmon Path, Liverpool, NY 13090

Charge my: Visa \_\_\_ MC \_\_\_ Amex \_\_\_ Discover \_\_\_ IMS Barter \_\_\_

Card Number \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Signature \_\_\_\_\_

Expiration Date \_\_\_\_\_

**(You can fax credit card information to (315-622-3396 or email to [steve@premierpromo.com](mailto:steve@premierpromo.com))**  
(Premier Promotions Tax ID# 264-90-6828)

I understand that the completed registration form is a contract committing my company to booth space at **The Small Business Show – SOHO Rochester 2012**. Also I agree to the regulations listed with registration and will abide by the Terms and Conditions/Rules and Regulations pertaining to the Show that are provided in the exhibitor packet which will be sent prior to the show. (Please sign below, signature required).

**(Signature required below)**

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

# The Small Business Show – SOHO Rochester 2012

## REGULATIONS

1. **Show Guidelines and Regulations** – All exhibitors will comply with show guidelines and regulations. At least three weeks prior to the show exhibitors will receive a packet of information, which will include Terms and Conditions/Rules and Regulations.
2. **Booth Exhibit Space** – Booth exhibit space is assigned on a first-come, first-served basis. Booth exhibit space can only be confirmed for the exhibitor by their signed registration form.
3. **Liability & Indemnity** – It is expressed, understood, and agreed by each and every contracting exhibitor, its employees, agents, servants and representatives that neither Premier Promotions, nor its employees, nor its contractors shall be liable for loss or damage to the goods or properties of exhibitors. On signing of the show's registration form, the exhibitor agrees to indemnify and hold harmless Premier Promotions, its managers, officers, sponsors, show attendees, contractors, employees and agents, and trade-show facility from any and all liability, including claims, loss, damage to persons or property, governmental charges or fines, and attorney's fees, arising from the breach by exhibitor, its agents, servants, subcontractors or employees of any conditions of the show's guidelines and regulations, by reason of any condition, defect or otherwise, of any apparatus, equipment or fixtures furnished by exhibitor in connection with its exhibit, or by any intentional act, negligence, or act of omission of exhibitor, or its agents, employees, and/or subcontractors.
4. **Insurance** – It is suggested that the exhibitor shall, at its sole cost and expense, procure and maintain throughout the term of this contract, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased. Such insurance shall include contractual liability, products liability and business, automobile-liability coverage. Exhibitors are urged to review their insurance coverage in respect to risk and liability. **Exhibitors are responsible for their own insurance.**
5. **Force Majeure** – In the event the show is postponed or does not take place, due to any act of God or force majeure, including without limitation, weather, fire, floods, strike, labor dispute, or cause beyond the control of the parties, then, (i) in case of postponement of the show, the performance of the parties hereunder shall be postponed to take in account such postponement of the show; (ii) in the case of complete cancellation of the show, the parties shall be released from all further obligations hereunder, and Premier Promotions will refund Exhibitor Fees made hereunder, less a prorated share of expenses actually incurred by Premier Promotions in connection with the show. In any event, Premier Promotions shall not be liable to exhibitor for any incidental or consequential damages as a result of cancellation or postponement of the show.

**For more details on exhibiting call Steve Becker at Premier Promotions**

**(315) 622-2249**