

2012 FACT SHEET

March 2 – 4th, 2012 • CenturyLink Event Center • Seattle, WA

THE EVENT - The 24th Annual Northwest Women's Show! An event of spirit and style! Attendees can shop, sample and gather information from over 400 businesses and services targeting women. Wine Tasting and Wine Store run by WineWorld featuring a large variety of wines for attendees to try then buy! All net proceeds go to FareStart! Fashion Shows, Celebrity Appearances. Seminars, Speakers and authors like Ann Rule will be appearing through out the weekend helping to increase the number of attendees by the thousands!

ADDITIONAL EVENTS WITHIN THE SHOW

Friday - TOTAL Networking Event being held on Friday will draw hundreds of women from Northwest women's associations. www.totaleventsnw.com

Saturday - SOCIAL MEDIA DAYCAMP is scheduled for Saturday

NEW! THEME DAYS AT THE NW WOMEN'S SHOW

Friday - Fitness & Health Day - Wear your athletic shoes and plan to join in on Tabata's, Zumba classes, and Pole Dancing just to name a few. All fitness Levels welcome!

Saturday - Fashion Day featuring special fashion seminars and demonstrations. Come dressed in your best: Business attire, after 5 or Northwest Chic. The Fashion Police will be watching! Will you be the one to win that special prize or award?

Sunday - Spirit Day with inspirational speakers, intuitive psychics, and our successful **GLOW** project. **G**-ive **L**-ots **O**-f **W**-armth - Spreading the glow one step at a time. Make somebody laugh, do an intentional act of kindness, learn something new, treat someone you love to something you can afford, or donate to a non-profit.

STAGES - 5 entertainment stages including the Celebrity (Main) Stage, Seminar Stage, Home Depot "Do It Herself" Demo Stage, GirlTalk Stage (hosted by 'Chat With Women', 'The Dr. Pat Show', 'Donna Seebo') and The Authors Corner Stage!

SPONSORSHIP – Join Safeway, BECU, Constant Contact, JCPenney, KOMO TV, Thirsty Girl and 425 Magazine as a show sponsor! Show sponsorships are available and start at \$1,500 (contact us for info).

Packages vary and could include: print, radio, flyers, television, outdoor advertising, on site signage, show guide, and web. Call Margo at our office for a custom proposal.

DEMOGRAPHICS - 95% women, 25-65+, 85% work outside the home, 90% live within a 50-mile radius
Average four-year attendance over 23,000.

ADVANTAGES

- Distribute Samples
- Introduce New Products
- Decorator Package Availability
- Conduct Market Research
- Learn Consumer Attitudes
- Reduced Hotel Rates
- Sell Face-to-Face
- Best Location for Exhibitors & Attendees
- Generate Qualified Leads
- Exciting Selling-Oriented Atmosphere
- Designed Crowd Traffic Patterns
- Professional On-Site Staff
- Industry/Consumer Networking
- Extensive PR Coverage
- Demonstrate Products
- Saturation Media Advertising
- Crowd-Drawing Seminar Speakers
- 24 Year Tradition in Seattle

CONTACT - Tera Trim or Margo Wakefield at Northwest Shows, Inc. (425) 605-4131 info@nwwomenshow.com

NWWS P.O. Box 2450 ✦ Woodinville, WA 98072 ✦ (425) 605-4131 ✦ Fax (425) 822-3053

Company Name: _____ Contact: _____
 Mailing Address: _____ City, State, Zip: _____
 Phone Number: _____ E-mail: _____
 Onsite Contact: _____ Onsite Phone Number: _____

To limit the amount of similar products, all product lines must be noted here and are subject to approval. Products to be sold or sampled:

Booth Choices

Booth Pricing	# of Booths	Price / Booth	Total
10x10 Inline		\$895	
10x10 Perimeter Corner		\$995	
10x10 Prime Corner		\$1175	
10x15 Corner		\$1375	
10x15 Inline		\$1575	
10x5 Half Booth		\$525	
2x4 Table		\$425	
Seattle Business Lic.	Required	\$15	
Grand Total			

***Booth Price Includes: 8ft. back curtain, 3ft. side curtains, ID sign, listing in show program, listing on show web site(Deadlines apply), 12-1 day Exh. passes (6-1 day Exh. passes for 1/2 Booths). Does not include: Electricity, tables, carpet or chairs, which will be available from Triumph Expos for an additional charge or you may bring your own.**

****Tables include a 2x4 draped table, 8x4 ft. back curtain, ID sign, listing on show web site, listing in show program(Deadlines apply),. Space is 5x4ft. and 6 -1 day Exh. passes. Does not include: Electricity, carpet or chairs. These supplies will be available from Triumph Expos for an additional charge or you may bring your own.**

A \$500/Booth deposit is required upon submission of your application. Half Booths and Tables will require a \$300 deposit upon submission of the application. A credit card number is required even if you pay by Check or Money Order.

Payment Method: Check Credit Card MC VISA Amex

Name on card _____

Credit Card # _____

Exp. Date Security Code Billing Zip Code: _____

UBI # _____

**Please read the following rules and regulations.
 Sign, Date and Return.**

I understand deposits are refundable only if written request is received by our office before 12/01/11 I authorize any unpaid balances, including all late fees, to be charged to the credit card on file. Companies that fall into the categories where we have limited the number of exhibitors in each category must purchase a 10x10 booth. Half booths and tables will not be available. I understand that there's no exclusives offered at The Northwest Women's Show and counterfeit merchandise will not be allowed on the premises.

All decorations, drapes, signs, banners, etc. *within 18 inches of ignition sources*, such as lights fixtures, heaters, electrical outlets, electrical connections and flame-producing devices must be flame retardant and must be accompanied by a Certificate of Flame Resistance indicating the item is flame retardant, or it must be removed. You can no longer treat your own materials for flame resistance. If your display items are more than 18" away from the above electrical sources/connections listed above, then you are OK! See page 12 your Exhibitor Handbook for more information or call us with any further questions. Please avoid extra costs to replace, have the decorator re-drape, or having to pay any and all fines levied against your booth by planning ahead.

Exhibitors arriving at the show without a pass will be charged standard admission fees. Additional passes can be purchased through our Website, by phone, or at check in on Thursday.

NWS is the producer and coordinator of the Northwest Women's Show, scheduled for March 2-4 2012 at Century Link Field Event Center (referred to below as "CLFEC") in Seattle, Washington. Exhibitor wishes to participate in the Northwest Women's Show and has received NWS's approval of Exhibitor's presentation or exhibit. Both NWS and all exhibitors are subject to certain requirements of the CLFEC. The parties further desire to set forth the agreement between themselves. In consideration of these purposes and the mutual terms and conditions set forth below, the parties agree as follows: **1. Exhibitor's Booths** Details listed above. **2. Exhibitor's Fee.** Exhibitor agrees to pay to NWS by the due date shown on Page 1 of this contract, the booth fee representing an exhibitor's fee for space reserved under this Agreement. NWS acknowledges receipt of the amount shown on page one as an application deposit, which amount has been applied to the total fee due to NWS. The deposit and booth fees are nonrefundable. If Exhibitor has not paid the booth fee by contract due date on page 1, NWS may elect to terminate this Agreement and forfeit Exhibitor's deposit or charge the remaining balance to the Credit Card on file. **3. Use.** Exhibitor's use of the display booth (s) shall be limited to merchandise and/or services listed on reverse side, and shall be used for no other purpose without the prior written consent of NWS. NWS reserves the right to reject or remove any display or presentation NWS in its sole discretion deems inconsistent with the use set forth on page one, or which otherwise fails to comply with the terms of this Agreement. **4. Additional Services and Fees.** The City of Seattle requires each exhibitor to have a City of Seattle Business License. Exhibitors who do not have a Seattle Business License must purchase a Special Event License in the amount of \$5.00 per exhibit day. Upon requests made to NWS's show decorator, Exhibitor may obtain booth cleaning and electrical service for its booth, as well as tables and risers. A complete list of these items and the applicable charges is set forth in the Exhibitor's kit. **5. Assignment or Transfer.** Exhibitor may not assign transfer, or sublet the rights conferred under this Agreement without the prior written consent of NWS. Any authorized assignment or sublease shall not release Exhibitor of all liability under this Agreement, but Exhibitor shall remain jointly liable with the assignee or sublease as a surety for the full performance of all obligations in this Agreement. In addition to recovery of all damages resulting there from, NWS shall be entitled to use self-help and/or all available legal means to remove from the event any assignee, transferee, or sublease who has not received the prior approval of NWS. **6. Rules, Regulations, Compliance with Law and CLFEC Safety Requirements.** Exhibitor, its agents, employees, business invitees and assigns shall comply with the rules and regulations set forth in the Exhibitor's Kit, incorporated into this Agreement. NWS shall be entitled to make reasonable amendments or changes to the Exhibitor's kit, when, in the sole discretion of NWS, such amendment is in the best interests of the Northwest Women's Show and the exhibitors as a whole. Exhibitor agrees to comply with these modifications or additions after having received notice of the same. In addition, Exhibitor and its use shall comply with all applicable federal, state and local laws and ordinances, and with all lawful orders of police and fire departments having jurisdiction. Without limiting the generality of the above, **Exhibitor agrees not to obstruct aisles or access to neighboring booths, nor conduct or operate its exhibit so as to cause interference with, annoyance or endangerment to other exhibitors or visitors.** Any exhibitor who has illegal or counterfeit merchandise will be asked to remove it immediately and may be required to vacate their booth without any compensation or refund of any kind. No exhibits or advertising shall extend beyond the space allotted to Exhibitor, or above the back and side panels of the Exhibitor's booth. The distribution of any samples, souvenirs, publications, or other sales or promotional activities shall be conducted only from within the Exhibitor's booth. Helium balloons are allowed only when installed by an CLFEC approved contractor. Exhibitor shall not, without the prior written consent of NWS, put up or operate any engine or motor or machinery on the premises or use oils, burning fluids, camphene, kerosene, naphtha, or gasoline for either mechanical or other purposes, or use any agent other than electricity for lighting. Exhibitor shall not otherwise bring any combustibles, explosives, dangerous or hazardous materials to the event. No combustible materials shall be brought into the CLFEC without NWS prior written consent. "Combustible Materials" include but are not limited to the following: crepe paper, confetti, cellophane, cotton, cornstalks, leaves, evergreen boughs, sheaves of grain, streamers, straw paper, vines, moss, cardboard, or corrugated paper. Any textiles used or displayed by Exhibitor shall be fireproofed. In addition, all packing materials shall be removed from the floor and display area, and may not be stored under tables or behind displays. All displays are subject to inspection and approval for the City of Seattle Fire Dept. Children under the age of 15 are not allowed on the show floor during move in or move out for safety reasons set forth by CLFEC. **7. Damage or Defacement of CLFEC.** Exhibitor shall not injure, mar, or deface the CLFEC or the grounds outside the CLFEC. Exhibitor shall further not drive any nails, hooks, tacks, or screws in any part of the Center, nor shall it make any alteration of any kind therein. Upon demand of the CLFEC or NWS, Exhibitor shall pay to CLFEC or NWS such sums as shall be necessary to re-store the premises, Center, and Center grounds to their original condition if any portion thereof shall be damaged by the act, default or negligence of Exhibitor.

8. Limitation of Liability. Except to the extent of the deposit and Exhibitor's fee paid hereunder, NWS and CLFEC shall not be liable for any loss, injury to persons or property of Exhibitor, or direct or consequential damages, unless such loss, injury, or damages result from the sole negligence or willful misconduct of NWS or CLFEC. Exhibitor acknowledges that overnight security consists of video surveillance monitored by the command center at CLFEC and shall indemnify, hold harmless and defend NWS and CLFEC, their directors, officers, agents, and employees for and from any and all losses, claims, liabilities, damage, action, or judgment recovered from or asserted against NWS or CLFEC, or any other expense, including reasonable attorney's fees and costs, arising from Exhibitor's participation in the Northwest Women's Show or arising from any negligence of Exhibitor or any of its agents, employees, contractors or invitees; provided however, that such indemnification shall not apply in the case of damage or injury directly resulting from the sole negligence or willful misconduct of NWS or the CLFEC. **9. Exhibitor's Insurance.** Northwest Women's Show Management has general liability insurance covering the show. This insurance does not cover the exhibitor's exhibit contents, visitors within the confines of exhibitor's leased space, or exhibitor's personnel. All exhibitors are responsible for all liability that may arise from any action, sampling or interaction that occurs in relation to the exhibitor's booth. Any exhibitor that provides any kind of invasive procedure such as, but not limited to, tattooing, piercing, blood testing, laser, acupuncture, injections, food sampling, etc., must procure and provide The Northwest Women's Show with proof of insurance that covers such procedures. **10. Cancellations.** The parties agree that the success of the Northwest Women's Show is dependent upon the participation of a large number and broad range of exhibitors. There are no refunds after Dec 1st 2011. NWS reserves the right to cancel this agreement based on information received from reliable or official sources that may question the exhibitor's ethical or legal business practices. **11. No Guarantee.** NWS will not guarantee any product or service exclusivity nor will guarantee the sales volume or overall success of any exhibitor's participation. **12. Transportation to and from the CLFEC.** The Transportation Management Plan shall govern exhibitor's move-in/out of the CLFEC. NWS may amend the plan or add to its guidelines when NWS shall deem the amendment or modification to be in the best interests of the Northwest Women's Show. After notice, Exhibitor agrees to comply with the amendments. **13. Occupancy.** Exhibitor agrees to occupy and have its exhibit ready for public viewing no later than Friday, 12pm, March 02, 2012. In the event Exhibitor fails to meet this occupancy deadline, NWS may retake possession of Exhibitor's booth or space, and further, retain as liquidated damages of all Exhibitor's fees paid or becoming due under this Agreement. Upon repossession of the booth or space reserved, NWS may use the same for any purpose and shall neither have nor incur any liability whatsoever resulting therefrom. **14. Vacation.** In the event Exhibitor has not entirely removed all display items before Sunday, 10:00pm, March 04, 2012, then NWS shall be authorized to remove, at the sole cost and expense of Exhibitor, any and all items remaining on the property without liability for any resulting damages or losses. **15. Interruption or Termination of the Event.** It is understood and agreed that NWS and CLFEC reserve the right to interrupt or terminate the event, when, in the judgment of NWS or CLFEC, such interruption or termination is necessary to protect public order and safety. Exhibitor waives any claim against NWS or the CLFEC for refund, damages or compensation should the event, and therefore this Agreement, be so interrupted or terminated. In addition, in the event the space reserved hereunder or any portion of the exhibition area is destroyed or damaged by fire or any other cause, or in the event any other casualty renders NWS or CLFEC's fulfillment of this Agreement impossible or impractical, then this Agreement shall terminate, and neither NWS nor CLFEC shall be liable for any refund or damages to Exhibitor. Exhibitor further assumes the risk of any prevention, interruption or termination of the event due to strikes, lockouts, labor disputes, acts of God, structural defects in the CLFEC facility, hostile governmental action, riot, civil commotion, terrorist attacks or other causes beyond the reasonable control of NWS, and NWS shall not be liable to Exhibitor for any refund or damages resulting there from. **16. Advertising.** Exhibitor agrees not to allow any advertising media, in advertising the Northwest Women's Show to state or imply that the CLFEC is a sponsor of the event, and Exhibitor agrees that all Exhibitors advertising shall otherwise contain only true and accurate information. All advertising must be approved by NW Women's show management and must include the Title Sponsor Logo, if the NWS logo is used. **17. Lotteries & Contests.** Exhibitor shall be solely responsible to ensure that any drawings, lotteries or contests held by Exhibitor on the premises are conducted in strict compliance with the law. **18. Default.** The failure of Exhibitor to comply with any term or condition of the Agreement shall constitute a default. In addition to the specific remedies set forth elsewhere in this Agreement, Exhibitor's default shall entitle NWS, at its election, to immediate termination of this Agreement, to injunctive relief, and/or to recovery of all damages resulting from Exhibitor's default. The remedies set forth in this Agreement are cumulative. **19. Attorneys' Fees.** Should either party bring any action or court proceeding to enforce this Agreement, the prevailing party shall be entitled, in addition to court costs, to recovery of its reasonable attorneys' fees, and such amount shall be made part of the judgment against the non-prevailing party. **20. Severability.** If any provision of this Agreement shall be deemed void or unenforceable by a court of competent jurisdiction, such determination shall not affect any other provision, and all other provisions shall remain in full force and effect. **21. Corporate Representatives.** If Exhibitor is a corporation, the party or parties executing this Agreement on behalf of Exhibitor represent that such party or parties have authority to bind Exhibitor, that Exhibitor is a valid and existing corporation, that Exhibitor is authorized to transact business in Washington, and that Exhibitor is otherwise in compliance with all tax and corporate laws pertaining to Exhibitor. **22. Entire Agreement.** This Agreement embodies the parties entire agreement, and any further agreement between the parties shall be ineffective to modify this Agreement unless set forth in writing and signed by the parties. **23. Time of the Essence.** Time is of the essence regarding the performance of each of the covenants and agreements of this Agreement. **24. Notices.** Any notices required or permitted to be given under this Agreement shall be ineffective unless set forth in writing addressed to the addresses of the parties specified on the reverse side of this Agreement. **25. Samples.** Century Link Field Event Center requires samples to be no more than 2 oz. for beverages and no more than a 1-inch square food sample. All exhibitors must comply with these restrictions or face a fine of \$1,000.

Exhibitor Signature _____ Date _____
NWS P.O. Box 2450 ✦ Woodinville, WA 98072 ✦ (425) 605-4131 ✦ Fax (425) 822-3053

Marketing Opportunities

Maximize Your Exposure!

Company Name: _____ Contact: _____
 Mailing Address: _____ City, State, Zip _____
 Phone Number: _____ E-mail: _____

Stage Sponsorship (starting at \$2,500): Your name will be on advertising mentioning the appearances on one of the stage of your choosing, banner or logo and link on the Stage Website Page, onsite signage and recognition on the floor plan.

Web Page Sponsorship (\$500): Top of page banner with your logo on one of our main pages includes a link to your business and 2 Logo/Link ad spots on Social Media including by not limited to Facebook, Twitter, Email or web. Option to submit informative article benefiting women and highlighting your business, link to special page will be on NW Women's Show Home Page. Possible page sponsorships include: Wine Tasting, Exhibitor Listing, Exhibitor Information, Highlights, Tickets, Directions or 1 of 4 stage pages.

Web Ad Package (\$200): Link and company logo on show website.

Web Link (\$100): Link from exhibitor list on show website.

Exhibitor Networking Corner (\$500): Includes table presence where company information can be displayed and list-enhancing drawings can take place. Social Media Ad Package and recognition on Website and/or Show Guide. Great way to engage the 400+ exhibitors that attend the NWWWS.

Social Media Ad Package (\$350): 2 Logo/Link ad spots on Social Media including by not limited to Facebook, Twitter, Email or web. All social media will have the Share Bar active to increase your impressions. Possibilities are endless!

YouTube video on the main stage (\$350): Limited to 6 Exhibitors. Video will be projected on 12 ft. Main Stage screen between stage performances. 1- 2min video per day. Video due by Feb 15th.

Gobo logo on the main stage (\$350): Limited to 6 Exhibitors. Logo will rotate on 12 ft. Main Stage screen between stage performances. Guaranteed 3x daily, 1-min. rotations. Art due by Feb 15th.

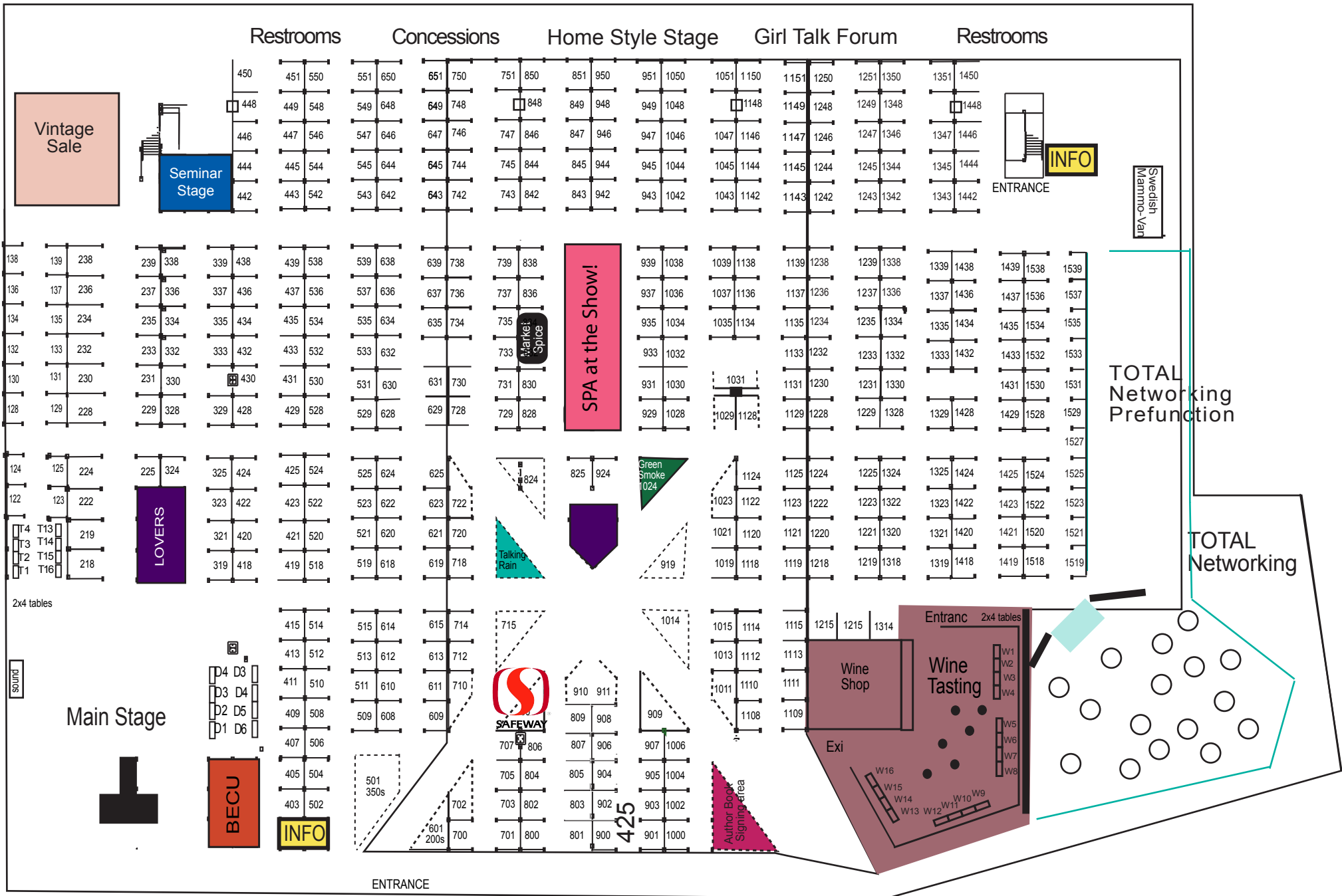
Your logo on our reusable Show bag (\$1500): 3 positions available 5000 Bags. Deadline September 1st.

Supporting Sponsorships are available! Contact our office for a customized proposal!

URL for link: _____

Payment Method:			
Check	CC	MC	VISA Amex
Name on card _____			
Credit Card # _____			
Exp. Date	Sec. Code	Billing Zip Code:	
_____	_____	_____	

Marketing Opportunities	Price	Qty	Cost
Stage Sponsorship	\$2500+		
Web Page Sponsorship	\$500		
Web Ad Package	\$200		
Web Link	\$100		
Exhibitor Networking Corner	\$500		
Social Media Ad Package	\$350		
GOBO Logo	\$350		
Reusable Show Bag	\$1500		
YouTube Video	\$350		
Marketing Total			



Vintage Sale

Seminar Stage

INFO

Swedish Mammo-Van

SPA at the Show!

LOVERS



Main Stage

BECU

INFO

Entranc

Wine Tasting

Exi

ENTRANCE

TOTAL Networking Prefunction

TOTAL Networking