

FITUR 2008 Discover America Pavilion Application



FITUR 2008
January 30 – February 3, 2008
in Madrid, Spain



B-FOR International USA
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Booth Selection

<input type="checkbox"/> BasicBooth – 6sqm TurnKey:	___ @ € 2,700	= €
<input type="checkbox"/> Additional 2sqm Unit(s) TurnKey:	___ Unit(s) @ € 900 ea.	= €
<input type="checkbox"/> WorkStation – 3sqm TurnKey:	___ @ € 1,700	= €
<input type="checkbox"/> Co-Exhibiting Organizations/Companies:	___ Co-Exhibitor(s) @ € 200 ea.	= €
<input checked="" type="checkbox"/> Mandatory Promotion Package	___ Exhibitor(s)/Co-Exhibitor(s) @ € 150 ea.	= €
<input type="checkbox"/> Logo on Overhead Sign:	___ Custom Logo(s) @ € 225 ea.	= €
Total:		= €

Exhibitor Name for Standard Signage: _____
PLEASE PRINT – NAME WILL APPEAR EXACTLY AS PRINTED

Special Requests:
 There is a premium per requested corner.
 Every effort will be made to accommodate requests for corner space or particular locations.

- 1- corner 10%
- 2- corner (peninsula) 20%
- 4- corner (island) 30%

Other Requests: _____

A 50% Deposit is Due with Application.

Please remit payment in Euro to:
 B-FOR International
 Berliner Sparkasse, Savignyplatz 9/10, 10623 Berlin, Germany
 Account 0770007660 / BLZ 10050000
 Swift Code: BELADEBE

*** Prices do not include applicable VAT ***

Exhibitor: _____
 Principal Contact: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Country: _____ E-mail: _____
 Phone: _____ Fax: _____

EXHIBIT WITHOUT A BOOTH

For Exhibitors mainly interested in trade visitors at FITUR 2008, the Discover America Pavilion offers a MeetingPoint participation alternative with access to the Pavilion Lounge and Services.
 For Exhibitors mainly interested in consumers at FITUR 2008, the Discover America Pavilion offers Literature Distribution.

SPONSORSHIP OPPORTUNITIES

With 13,000 exhibitors competing for the attention of over 150,000 visitors at FITUR, it is crucial to stand out. Promote and enhance your FITUR 2008 participation through an array of Advertising and Sponsorship Opportunities, like:

- Hospitality Functions
- Food & Beverage Service
- Email Center
- Table Signs
- Poster/Banner Advertising

OTHER DISCOVER AMERICA PAVILIONS

- CITM 2007**
1 - 4 November in KunMing, China
- BIT 2008**
21 -24February in Milan, Italy
- ITB 2008**
5 - 9 March in Berlin, Germany
- TUR 2008**
13 - 16 March in Gothenburg, Sweden
- MITT 2008**
19 - 22 March in Moscow, Russia

Applicant has read, understands and is bound by the Terms and Conditions of Participation included in the Application.

Authorized: _____ Date: _____

Credit card payments are not accepted for participation fees.

Discover America Pavilion Terms and Conditions of Participation

B-FOR International, hereinafter referred to as 'B-FOR', and the exhibiting organization, hereinafter referred to as 'Exhibitor', by the signing of the Discover America Pavilion Application do hereby agree to and are bound by the following Terms and Conditions:

I. B-FOR agrees:

A. To carry out the Project described, on the condition that the requisite number of exhibitors apply.
B. To provide to Exhibitor a Discover America Pavilion floor plan and booth allocation, exhibit space, design, fabrication, installation and dismantling of contracted Exhibitor booth, and overall Discover America Pavilion décor framework, business and hospitality services, as well as other services as specified.

II. Exhibitor agrees:

A. To submit a completed Application for participation, duly signed, and transfer 50% deposit to B-FOR, who will decide on approval of Application for participation upon receipt of Application and deposit.
B. To make payments to B-FOR for exhibit space and additional equipment and services as ordered and/or contracted. In all cases where Exhibitor has Co-Exhibitors, the primary Exhibitor is responsible for all payments. Credit card payments are not accepted for participation fees.
C. To carry its own property and liability insurance.
D. To take responsibility for all costs for shipping and handling of all own material and exhibits, and the removal of said material from the exhibition site after the close of the Event. B-FOR has the right to have any material left by Exhibitor removed after the close of the Event at Exhibitor's expense.
E. To adhere to the Discover America Exhibit Standards and Rules.

III. Other conditions:

A. B-FOR has the sole authority to assign, reassign and allocate space. Exhibitor Applications will be processed in the order the deposits are received and B-FOR reserves the right to accept or refuse Applications for any reason. Confirmation of participation, as well as space allocation, is made solely by B-FOR.
B. Discover America Pavilion participation is open to companies and organizations promoting travel and tourism in the 50 U.S. states, the District of Columbia, and 5 U.S. territories.
C. Exhibitor may not sublease contracted booth space without written consent from B-FOR.
D. Although B-FOR will make every effort to facilitate a successful exhibition, it does not guarantee the success of any participant in the Discover America Pavilion. The only

contractual obligations B-FOR assumes are those expressly made herein or mutually agreed to in writing.

E. Exhibitor releases B-FOR and Show Organizers from liability for any illness, injury, loss of life, damage to persons or property by reason of participation in the Discover America Pavilion, or by reasons of acts by Exhibitor, its agents, partners, employees, contracted labor, or clients.
F. If, for any reason, Exhibitor cancels participation, and a written notice is received by B-FOR at least 120 days before opening of Event, a cancellation fee of US\$750 will be incurred, after which date no refunds will be made and Exhibitor is bound to pay 100% of all fees paid and due. Any reduction in exhibit space after an Application has been submitted will be treated as a cancellation.

G. The payment submitted with an Application is fully refundable in the event Exhibitor is not approved by B-FOR or Show Organizers, no more exhibit space is available, or there is no Discover America Pavilion.

H. These Terms and Conditions amend or supersede all other conditions, rules and regulations laid down by Show Organizers or other Event authorities.

I. By signing the Application, Exhibitor authorizes B-FOR to mail, fax, and/or email to Exhibitor materials related to this event and other potential events deemed of interest to Exhibitor.

IV. Additional Order Payments:

A. Payment for additional equipment and services must be made by wire transfer or by charging Visa, American Express, or MasterCard. When placing orders for additional equipment and services, Exhibitor is required to have a valid credit card on file with B-FOR International. Credit card payments are not accepted for participation fees.

V. Exhibit Standards and Rules:

A. The Discover America brand, developed by the Travel Industry Association (TIA) unifies the global marketing of the United States as the world's premier travel destination. Discover America branded Pavilions establish quality standards and guarantee continuity and consistency for the U.S. presence at international travel and tourism events, and Exhibitor must adhere to certain guidelines to ensure the high quality and professionalism that the U.S. travel and tourism industry aims to convey. The Discover America Pavilion Display Standards and Rules provide Exhibitor with all information necessary to properly design, build, and decorate individual Pavilion exhibits and ensure that all Exhibitors, regardless of booth size or location, occupy an environment conducive to having a successful exhibition.

B. Discover America Pavilions have a "Good Neighbor Policy" necessitating that Exhibitor's activities must be kept within the confines of the Exhibitor's own booth space. Any activity, including sound or distribution of literature, samples, or other material beyond the confines of Exhibitor's rented booth space, or any other noise or disturbance must be discontinued in the event that a valid complaint is filed.

C. No signs, display items, or decorative material may protrude into aisles or extend into neighboring booths and all aisles, passageways, lobbies or exits leading to a fire extinguisher must be left unobstructed.

D. Exhibitor must obtain written permission from B-FOR at least 45 days prior to opening of Event for display material and décor exceeding a height of 250 cm/8 feet.

E. Displays, graphics, or decorative material may appear only on the inside walls of Exhibitor's booth and the outside must be devoid of décor or graphics of any kind.

F. Exhibitor with custom booths must finish the outside walls of their booths. If neglected, B-FOR may have the outside of the booth finished at Exhibitor's expense.

G. No signs, displays, or decorative items may be placed on the Discover America booth dividers, counters, or overhead signs except for copy, logotypes, or graphics provided by B-FOR.

H. Any display or graphics deemed unprofessional in appearance or offensive, at the sole discretion of B-FOR, will not be permitted.

I. Exhibitor is responsible for obtaining necessary licenses and permits to use music, photography, or other copyrighted material.

J. Exhibitor with its own contractor (EAC) for booth construction within the Discover America Pavilion must submit specifications, including floor plan and renderings, to B-FOR for approval at least 45 days before opening of Event. If Exhibitor fails to comply, B-FOR may require or make necessary on-site modifications to Exhibitor's booth at Exhibitor's expense.

K. All booth construction and preparations must be completed by 6:00 PM the night before opening day of Event, or B-FOR may make provisions to complete construction and/or preparation at Exhibitor's expense.

L. Exhibitor may not dismantle, remove or pack exhibits or displays prior to official closing of Event, and must keep a fully furnished and staffed booth during all opening hours throughout the entire Event. If Exhibitor fails to comply, B-FOR may make provisions to furnish and staff Exhibitor's booth at Exhibitor's expense.