



Presented
by:



Dear potential exhibitor,

The Patel Conservatory and Tampa Bay Parenting Magazine invite you to be a part of Summer Splash, our annual summer camp fair, held on Sat., March 24 from 10 a.m.-1 p.m. at the Straz Center for the Performing Arts.

Like years past, this is a free outdoor event for the entire family with live entertainment, activities, games and great enter-to-win prizes. Attendees can get information on summer camps and classes at the Patel Conservatory, as well as other Tampa Bay area camps, and resources for the summer.

In the event of rain, we have reserved a back-up location at the Straz Center for the Performing Arts.

We are asking all exhibitors to provide one free, family-friendly activity for attendees. We also encourage exhibitors to promote their organization by giving away coupons, flyers and free, fun promotional items or educational items.

Enclosed you will find an Exhibitors Packet. Please complete the forms and return them to Tampa Bay Parenting Magazine no later than **Friday, March 9, 2012**. We hope you will consider joining us for another great year at Summer Splash!

Patricia Simon
Marketing Manager
Patel Conservatory, Straz Center for the Performing Arts

Angela Ardolino
Founder & Editorial Director
Tampa Bay Parenting Magazine



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Thank you for agreeing to be a part of the 2012 Summer Splash event on Sat., March 24 from 10 a.m.-1 p.m. In order for us to prepare for this event, please make sure to sign all forms in the Exhibitor Packet and send them back to Tampa Bay Parenting Magazine by close of business on **Fri., March 9, 2012**. For more information or assistance, please email info@tbparenting.com or call 813.949.4400.

Company Name: _____

Contact Name, Title: _____ Phone: _____

Address: _____ City: _____ State: _____ Zip: _____

E-mail Address: _____ Website: _____

Business description (2 sentences max.): _____

Sponsorship/Exhibitor Space: *Tampa Bay Parenting Magazine partners and advertisers receive 50% off exhibitor fees.*

____ Presenting Sponsor - \$10,000

____ Presenting Partner - \$7,500

____ Stage & Entertainment Sponsor - \$5,000

____ Event Sponsor - \$2,500

____ Premium Exhibitor - \$1,000

____ Exhibitor - \$500

Would you be interested in performing or providing a demonstration on stage? _____ YES _____ NO

Please describe what you would like to present on stage: _____

Child-friendly activity and giveaway to be provided for event: _____

Will your table need electricity? (Power is limited and available on a first come, first served basis.) _____ YES _____ NO

Electric power will be running the following: _____

Will you need to complete a Food Waiver? (Required if you are distributing food at the event.) _____ YES _____ NO

If you would like to purchase an ad in the event program, please select your ad size:

____ Quarter page (2.5"W x 4"H), \$175

____ Half page (5"W x 4"H), \$250

____ Full page (5"W x 8"H), \$500

Additional needs: _____

We will be providing our guests with an event program and would like to include your business name. With this form, please provide the following by e-mail (info@tbparenting.com):

- Proper spelling of your business' name and logo (optional – PDF or JPG with 300 dpi minimum)
- 1-minute commercial script (for announcements during the event)



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Exhibitor agrees to abide by this contract, and its terms as agreed upon in this document. Exhibitor must be present for entire event and have enough supplies. There are no refunds given after contract is received. Early departures and cancellations will prevent participation in future events. The undersigned is authorized to enter contracts on behalf of the exhibiting business/organization. All contracts are subject to approval. Some restrictions apply.

Signature

Date

Print Name

Title

TOTAL: \$ _____ Payment must be received in full to reserve sponsorship. Artwork must be received by March 10, 2012.

FORM OF PAYMENT: _____ CHECK _____ CREDIT CARD (Fill out below)

CHARGE AUTHORIZATION FOR CREDIT CARD PAYMENT

ENTRY AMOUNT: _____

TYPE OF CARD BEING USED (PLEASE CIRCLE): VISA MC AMEX DISCOVER

CREDIT CARD NUMBER: _____

EXPIRATION DATE: MONTH _____ YEAR _____ CARD CODE: _____

NAME ON CARD: _____

BILLING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

CARD HOLDER'S SIGNATURE: _____

PRINTED NAME: _____

CONTRACTS AND PAYMENT SHOULD BE MAILED TO:
Tampa Bay Parenting Magazine • P.O. Box 82255 • Tampa, Florida 33682-2255
OR SCAN/EMAILED TO: info@tbparenting.com OR FAXED TO: 813-315-6688

Space is only secured if the following are received by March 9th (space is limited and available on a first-come first-served basis):

- ____ Completed Exhibitor Form (page 2-3)
- ____ Completed Exhibit A-1 form (page 4)
- ____ Completed Exhibit A-2 form (page 5)
- ____ Completed Exhibit C Food Waiver is applicable (page 7)
- ____ Total payment including exhibitor fee, ads in program, extra furniture



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Exhibit A-1

INDEMNITY AND INSURANCE RIDER TO AGREEMENT

a. Client agrees to indemnify and hold Contractor harmless from and against any and all liability claims for bodily injury or property damage in connection with or relating to any actions, claims, or demands by third parties, in tort, to the extent that such actions, claims or demands are based upon any acts, defaults, or neglects of the Client and/or its employees including, without limitation, any actions, claims or demands brought by Client employees, or contractors for whom Client becomes responsible. Client also agrees to indemnify Contractor from and against any and all liability, losses, damages, cost and expenses (including, but not limited to reasonable legal fees and disbursements) incurred or suffered by it arising out of or by reason of any breach of any of Client’s representations, warranties, guarantees or agreements herein made and from any claim of a third party for breach of contract by reason of any failure of Client to duly perform any of its obligations hereunder.

b. Contractor agrees to indemnify and hold Client harmless from and against any and all liability claims for bodily injury or property damage in connection with or relating to any actions, claims, or demands by third parties, in tort, to the extent that such actions, claims, or demands are based upon any acts, defaults, or neglects of Contractor and/or its employees including, without limitation, any actions, claims or demands brought by Contractor’s employees, or contractors for whom Contractor becomes responsible. Contractor also agrees to indemnify Client from and against any and all liability, losses, damages, cost and expenses (including, but not limited to reasonable legal fees and disbursements) incurred or suffered by it arising out of or by reason of any breach of any of Contractor’s representations, warranties, guarantees or agreements herein made and from any claim of a third party for breach of contract by reason of any failure of Contractor to duly perform any of its obligations hereunder.

c. Each party shall at its own expense (except item ii which is a reimbursable expense to Client) obtain and maintain at all times during the term of this agreement the following insurance policies:

- i. Employees’ Benefits as agreed herein, and as required by law or union agreement for its employees;
- ii. Comprehensive General Liability Insurance at a One Million Dollar (\$1,000,000) Combined Single Limit; containing all Broad Form CGL extensions and naming the other party as Additional Insured; and
- iii. One Million Dollars (\$1,000,000), Comprehensive General Liability Insurance.

All policies shall provide that in the event of cancellation, non-renewal or material change the other party shall be given thirty (30) days prior written notice. Certificates of Insurance shall be forwarded to the other party upon receipt of written request therefore.

d. To the extent that Contractor does not otherwise have insurance coverage, for the purposes of liability insurance required to be carried by each party hereunder, Client shall be deemed to be primarily liable for all acts, occurrences, or omissions arising out of or relating to the operation of the Theatre premises and the Contractor shall be deemed to be primarily liable for all acts, occurrences, or omissions arising out of or relating to the services provided by the Contractor.

e. To the extent that Contractor does not otherwise have insurance coverage, each party hereto hereby waives any and all rights of recovery, claims and causes of action against the other party, its agents, officers, shareholders, or employees, for any loss or damage that may occur to any real and/or personal property of either party. Each party further covenants that its respective insurers shall not hold any right of subrogation against the other party hereto. Each party hereto agrees to cause its respective insurance policy or policies to be endorsed, if necessary, to affect this Waiver of Subrogation.

Exhibitor Signature: _____

Date: _____

Exhibitor Name (printed): _____



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Exhibit A-2

INDEMNITY AND INSURANCE RIDER WAIVER FORM

____ Yes, we will comply with the Indemnity and Insurance Rider (Exhibit A-1), provided by the Patel Conservatory.

____ No, we will not comply with the Indemnity and Insurance Rider and we waive any and all rights of recovery, claims and causes of action against the other party, its agents, officers, shareholders, or employees, for any loss or damage that may occur to any real and/or personal property of either party. Also, we are aware that the Patel Conservatory/Straz Center for the Performing Arts and Tampa Bay Parenting/LucyLoo Inc. will not name us as additional insured on its general liability insurance policy since additional insured status is a reciprocal arrangement per the Indemnity and Insurance Rider.

NOTE: If your organization is a city or county agency (Hillsborough County School, City of Tampa Parks and Recreation/Hillsborough County Parks and Recreation, etc.) the city or county is either self insured or has liability limits lower than what is required by the Patel Conservatory/Straz Center for the Performing Arts and Tampa Bay Parenting/LucyLoo Inc., you would need to select no.

If you elected to comply with the Indemnity and Insurance Rider, please provide a copy of your insurance information listing the Patel Conservatory/David A. Straz Center for the Performing Arts and Tampa Bay Parenting/LucyLoo Inc. as additional insured by **March 9, 2012.**

School/Organization Name

Organization Contact Name

Signature

Date



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Exhibit B

EXHIBITOR RULES OF PARTICIPATION

Each exhibitor who has submitted proper paperwork by the March 9, 2012 deadline will be provided with an 8-foot x 8-foot area, (1) six-foot or eight-foot table, (1) tent and (2) chairs per exhibitor. Exhibitors must provide their own table covering.

Very limited access to electricity will be offered to exhibitors on a first-come, first-served basis. Exhibitors must provide their own code-compliant extension cord of at least 25 feet.

Plan to arrive no later than 9:15 a.m. and have your exhibit area set up by 9:30 a.m. the day of the event. Breakdown may begin promptly at 1 p.m. and all exhibitor materials should be removed no later than 2 p.m.

Exhibitors are responsible for parking their own vehicles and associated fees, though drop-off and pick-up zones close to the event will be provided during set-up and breakdown hours. Parking is limited in the downtown Tampa area; exhibitors may use the free street parking or pay for parking.

Exhibitors must complete and submit all forms by March 9, 2012. If exhibitor provides any food or edible item at the event, they must also complete and submit a Food Waiver form (Exhibit C) by March 9, 2012.

Exhibitors must submit proof of insurance by March 9, 2012.

Each exhibitor must provide one free family-friendly activity which can accommodate a minimum of 150 event attendees as well as a register-to-win prize valued at \$30 or more.

No sales of any kind are permitted though exhibitors are encouraged to provide coupons, flyers, and other special deals to promote their business.



Presented by:



Exhibit C

FOOD WAIVER

I/We, representing _____
hereby accept full and complete responsibility for serving (describe every item to be eaten, and any beverages,
and also where the food is coming from) _____

on Straz Center premises on Sat., March 24, 2012 at the Summer Splash event.

I/We further understand that we must adhere to all City of Tampa, Hillsborough County, State of Florida, and federal rules and regulations regarding health standards for the general public. Furthermore, I/we assume **all responsibility for such compliance**, and understand that permission to do so is limited to **this single Event**. If local, county or state law requires a permit to give away food and beverage items, then said permit will be required, and cost for this permit is the responsibility of the petitioning party/organization.

I/We further understand and agree to indemnify, defend, and hold harmless, the Straz Center, and each of its directors, officers, and employees and their representatives from and against any and all liabilities, claims, costs (including, without limitation, reasonable attorneys fees) and damages ("Losses") hereafter arising or resulting, or alleged to hereafter arise or result from, or in connection with (i) serving said food and/or beverages at this Event, (ii) the acts or omissions of Straz Center, or its directors, officers, and employees, in connection with the promotion, production and presentation of the Event, including, without limitation, bodily injury to patrons, contractors, or employees at the Event and damage to property, and (iii) any breach of contract with respect to this or any other contract. If said food and/or beverages results in, or is the cause-in-fact of, any injury or other unfortunate incident(s), Straz Center reserves the right to first approve and then release all public communication, including press releases, relating to the incident(s).

Straz Center for the Performing Arts

Event Organizer

Signature: _____

Signature: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____