

27th Annual World Deer Expo

Birmingham, Alabama

Convention Complex

July 16, 17, 18, 2010

Date: _____

The undersigned applicant, agreeing to be legally bound, hereby applies for booth space in the World Deer Expo, described above, subject to the terms, conditions, rules, regulations and requirements stated herein or made a part hereof by reference. The event is sponsored by the American Deer Hunters' Association, Inc. and will be referred hereafter as the Sponsor. The Sponsor agrees, upon acceptance of this application and Contract, to send confirmation of booth space according to the terms, conditions, rules, regulations and requirements as described herein, by deposit in the United States mail, addressed to the applicant or by email. Applicant applies for the following booths (list at least four choices) at the rent shown on the floor plan.

Visa or Mastercard # _____ Exp. Date _____ Billing Zip Code _____

BOOTH NUMBERS	TOTAL RENT	PAYMENT ENCLOSED
1st. Choice: _____	_____	_____
2nd. Choice: _____	_____	_____
3rd. Choice: _____	_____	_____
4th. Choice: _____	_____	_____

Make checks payable to:
 Bob Coker
 And mail with application to:
 Bob Coker
 P O Box 218
 Westover, AL 35185
 (205) 678 - 4141 Fax (205) 678 - 4142
 Email:bob@bobcoker.com
 Website:
 www.birminghamdeerexpo.com

Number of tables for your booth @ \$25.00 each _____

Number of chairs for your booth @ \$5.00 each _____

If more tables or chairs are needed at check in there will be a higher charge incurred from the decorator.

3 Exhibitor badges are included per booth. Extra badges are \$10.00 each

APPLICANT COMPANY: _____

PRIMARY CONTACT: _____ POSTION: _____

APPLICANT ADDRESS: _____ PHONE: _____

CITY: _____ STATE: _____ ZIPCODE: _____

E-MAIL ADDRESS: _____

FAX: _____ CELL PHONE: _____

SIGNED BY: _____ POSITION: _____

PRODUCTS TO BE SOLD: _____

WILL YOU DONATE A DOOR PRIZE? YES NO

WOULD YOU LIKE TO PURCHASE AD SPACE IN NEXT YEARS BROCHURE? YES NO MAYBE

By signing this application you grant ADHA, Inc. permission to charge your credit card the deposit now and the balance on April 15th.

Booths 80-93 are (10' x 30') for a cost of \$2000.00 each

93	92	91	90	89
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88	87	86	85	84	83	82	81	80
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114	113	112	111	110	109	108
129	128	127	126	125	124	123

107	106	105	104	103	102	101	100
122	121	120	119	118	117	116	115

215	214	213	212	211	210	209	208
231	230	229	228	227	226	225	224

207	206	205	204	203	202	201	200
223	222	221	220	219	218	217	216

314	313	312	311	310	309	308	307
329	328	327	326	325	324	323	322

306	305	304	303	302	301	300
321	320	319	318	317	316	315

415	414	413	412	411	410	409	408
431	430	429	428	427	426	425	424

407	406	405	404	403	402	401	400
423	422	421	420	419	418	417	416

517	516	515	514	513	512	511	510	509	508	507	506	505	504	503	502	501	500
							528	527	526	525	524	523	522	521	520	519	518

607	606	605	604	603	602	601	600
615	614	613	612	611	610	609	608

707	706	705	704	703	702	701	700
715	714	713	712	711	710	709	708

807	806	805	804	803	802	801	800
815	814	813	812	811	810	809	808

907	906	905	904	903	902	901	900
915	914	913	912	911	910	909	908

1004
800
801
802
803

1003	1002	1001	1000	
1009	1008	1007	1006	1005

1105	1104	1103	1102	1101	1100
1111	1110	1109	1108	1107	1106

Applications -
Applications for booth space must be made on the form printed on the reverse hereof, completed as requested and accompanied by the required payment. Products and services to be displayed must be specified on the application. The Sponsor reserves the absolute right to decline any application for booth space.

Exhibit Space and Floor plan - The exhibit space floor plan for this exhibit will normally be maintained as initially offered. The Sponsor reserves the right, however, to modify the floor plan to the extent necessary for the best interest of the exhibition and the Sponsor.

Booth Assingment -
The Sponsor will assign booth space in accordance with the priority of date of receipt at the Sponsor's headquarters. Any conflicts in assignments will be decided by a special committee. All applications must be accompanied by the required payment and no phone reservations will be taken without a credit card to secure the deposit. In the event an applicant's choices have been

\$550.00 - Booth cost
\$100 - Deposit per Booth
Balance due April 15, 2010
10% Late fee after April 15, 2010
All booths are 8' x 10' except:
Booths 2015 - 2026 are (10' x 17'), they are larger than 2 booths for a cost of \$900.00
Booths 2100 - 2102 are double booths they are (10' x 16') for a cost of \$1000.00

Booths 2103 - 2111, 3006 - 3013, 4101 - 4107, and 5001 - 5007 are (10' x 25') for a cost of \$1200.00 Booth 4100 is (20' x 35') for a cost of \$2700.00. Booth 5000 is (30' x 25') for a cost of \$3500

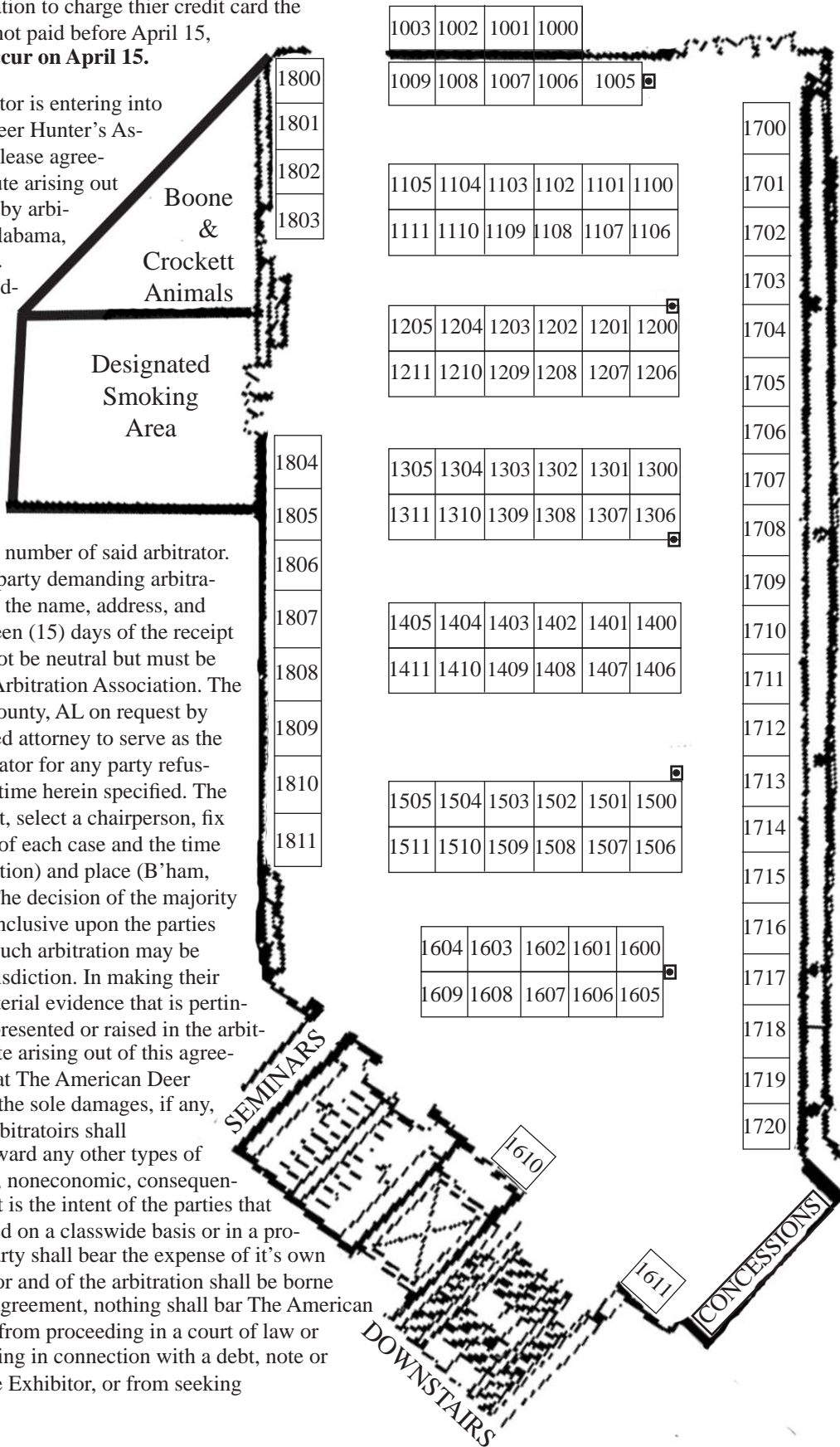


previously assigned, the Sponsor will attempt to phone the Exhibitor to discuss which booths are still available. If the Sponsor is unable to contact by phone, the Sponsor will assign a booth to the applicant. The Sponsor reserves the right to assign or reassign booth space so the arrangement of the exhibit is to the best interest of the Sponsors, Visitors and the exhibitors.

Booth Space Rent - The rent for each booth is specified on the opposite page. Full payment is due before April 15, of the year of the Expo. A late fee of 10% will be collected for each month your full payment is late. By accepting these terms and conditions, you are giving The American Deer Hunter's Association Inc. authorization to charge your credit card the remaining balance of the booth space not paid prior to April 15, of the year of the Expo.

Cancellation & Withdrawal - Any applicant who cancels or withdrawals from the exhibit will owe the entire rent for the assigned space which will be retained by the Sponsor as cancellation fees. By accepting these terms and conditions the applicant has given The American Deer Hunter's Association authorization to charge thier credit card the remaining balance of thier booth space if it is not paid before April 15, of the year of the Expo. **Those charges will occur on April 15.**

Arbitration Clause - Whereas, the Exhibitor is entering into a booth lease agreement with The American Deer Hunter's Association, Inc. For and in consideration of this lease agreement, it is agreed that any controversy or dispute arising out of or relating to said lease shall be determined by arbitration conducted in B'ham, Shelby County, Alabama, in accordance with the Federal Arbitration Act. Prior to the institution of the arbitration proceedings, the parties shall notify each other of the existence of any controversy and shall attempt in good faith to resolve their differences within fifteen (15) days after the receipt of such notice. If the dispute cannot be resolved within the fifteen (15) day period, either party may file a written demand for arbitration with the other party. The party filing such demand shall simultaneously specify such party's arbitrator, giving the name, address, and telephone number of said arbitrator. the party receiving such notice shall notify the party demanding arbitration of such receiving party's arbitrator, giving the name, address, and telephone number of said arbitrator within fifteen (15) days of the receipt of such demand. The arbitrators named need not be neutral but must be licensed attorneys approved by the American Arbitration Association. The Circuit Judge of the Circuit Court of Shelby County, AL on request by either party, shall also appoint a neutral licensed attorney to serve as the third arbitrator, and shall also appoint an arbitrator for any party refusing or failing to name his arbitrator within the time herein specified. The arbitrators thus constituted shall promptly meet, select a chairperson, fix the time (taking into account the complexities of each case and the time needed for the parties to prepare for the arbitration) and place (B'ham, AL) of the arbitration, and notify the parties. The decision of the majority of the arbitrators shall be final, binding and conclusive upon the parties hereto, and judgement upon the award in any such arbitration may be entered in any state or federal court having jurisdiction. In making their decision the arbitrators shall consider only material evidence that is pertinent, relevant and probative to or of the issues presented or raised in the arbitration proceeding. In any controversy or dispute arising out of this agreement where the arbitrators have determined that The American Deer Hunter's Association, Inc. must pay damages, the sole damages, if any, which may be considered or awarded by the arbitratoids shall be actual damages, and shall not consider or award any other types of damages, including without limitation, remote, noneconomic, consequential, punitive or exemplary damages. Further, it is the intent of the parties that no claim arbitrated hereunder shall be arbitrated on a classwide basis or in a proceeding in the nature of a class action. Each party shall bear the expense of it's own arbitrator, and the expense of the third arbitrator and of the arbitration shall be borne equally by both parties. Notwithstanding this agreement, nothing shall bar The American Deer Hunter's Association, Inc. or it's assigns from proceeding in a court of law or equity to resolve disputes or controversies arising in connection with a debt, note or other monetary obligation owed to them by the Exhibitor, or from seeking

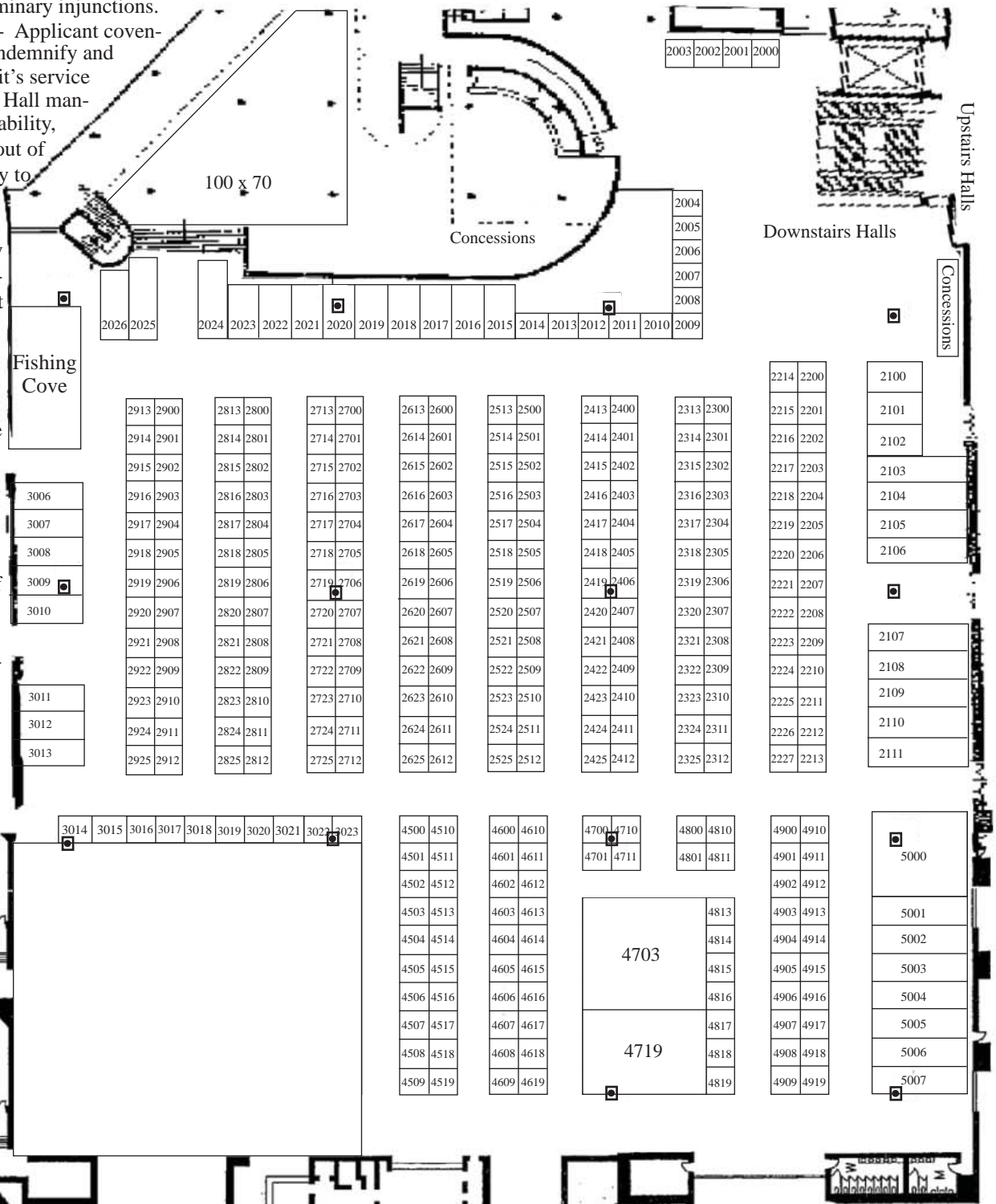


or obtaining injunctive relief, under the usual equity rules, including without limitation, the applicable rules for obtaining specific performance restraining orders and preliminary injunctions.

Limitation of Liability - Applicant covenants and agrees to protect, indemnify and save harmless the Sponsor, its service contractors, and the Exhibit Hall management from any and all liability, damage or expense arising out of or connected with any injury to any person while in the applicant's exhibit area, or loss, theft, damage or injury to property, resulting directly or indirectly from any act or omission of applicant, or failure of applicant to comply with any of the terms and conditions of the Application and Contract, or of the Conference and Exhibit rules and regulations, or of the terms of the written lease entered upon by and between the Sponsor and the Lessor, or of the laws of the United States. The applicant is responsible for the total rent for booth space irrespective of the reason for such cancellation and withdrawal, including cancellation and withdrawal by the applicant because of failure of exhibit to arrive for any reason or cancellation by the Sponsor as the result of strikes, lockouts, acts of God, inability to obtain labor or materials, government action of whatsoever nature, war, civil disturbances, fire, unavoidable casualty or other causes whether similar or dissimilar beyond the control of the Sponsor. In the event of cancellation by the Sponsor as a result of the aforesaid causes, the applicant expressly waives such liability and releases the Sponsor of and from all claims for damages and agrees the Sponsor shall have no obligation to applicant.

Inclusion of Rules and Regulations and of Master Lease - Applicant expressly understands and agrees to be bound by the terms, conditions, rules and regulations contained in the following documents, copies or pertinent extracts of which are on the file with the Sponsor and available for inspection during the usual business hours; such documents being made an integral part of this Application and Contract between applicant and the Sponsor for this reference and to the same extent as if said documents were set forth in full text in this Application and Contract.

Amendments - In the event any unforeseen event renders it necessary, the Sponsor may amend these terms and conditions and documents included herein by reference. All said amendments will be published and copies mailed to each applicant who shall be bound thereby.



Standard Draped Booth:

- The standard booth consist of:
1. Draped back wall 8' high
 2. Draped side walls 38" high
 3. One identification sign.

Subletting Booth Space:

No applicant shall assign, sublet, or apportion the whole or any part of the space allotted or display equipment or materials from other than his own firm or joint applicant in said space without the consent of the Sponsor.