



"The Big One"

**2010 RESERVATION
REQUEST FORM**

PRO TRADE SHOW ASSOCIATES
A Div. of Solar-Cool Corporation
1800 South Atlantic Ave.
Cocoa Beach Florida, 32931
Tel: 321-868-4444 / web: www.ProTradeShows.com

September 11 & 12, 2010

Melbourne Auditorium, Melbourne Florida

EXHIBITOR RESERVATION AGREEMENT

Exhibitor Name: _____

Contact Person: _____

Title: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____

Fax: _____

Website: _____

Email: _____

Products Offered: _____

RESERVATION PROCEDURE 2010 EXHIBIT COSTS

Please see Floor Plan on our web site ProTradeShows.com

EXHIBIT SIZES: *Add \$50 per Booth for Electric*****

6 CCH< G=9. ... f fil %\$#L 6 CCH< DF=79. * (\$

Multiple Booth Discounts:

2 Booths: 10% Discount 3 Booths: 15% Discount 4 Booths: 25% Discount

REQUESTED EXHIBIT LOCATION IN ORDER OF PREFERENCE:

1) _____ 2) _____ 3) _____ 4) _____

TOTAL AMOUNT: \$ _____

SIGNATURE: _____ DATE: _____

Fax Reservation Request to 321-868-1991

CONFIRMATION OF EXHIBIT LOCATION WILL
BE FAXED BACK TO YOU WITHIN 72 HOURS

**** Any Questions Please Call
Jeff at 321-868-4444 ****

Booth Space Can be Reserved ONLY WITH A MINIMUM OF \$300 CASH DEPOSIT Per Booth & Balance Paid in Full by Aug. 20, 2010
Forward checks payable to Solar-Cool Corporation, or: _____

CHARGE MY: VISA MASTERCARD AMEX

CREDIT CARD NUMBER: _____ AMOUNT \$ _____

CREDIT CARD BILLING ADDRESS: _____

Exp Date: _____ CITY: _____ ZIP: _____

Signature (for Credit Card) _____

We hereby apply for exhibition space in the above named show. If accepted, I/We hereby agree to abide by the show terms, conditions and regulations located on page 2 "Terms and Conditions of Application/Contract".

SIGNATURE: _____ DATE: _____

PLEASE RETAIN A PHOTOCOPY OF THIS FORM AND TERMS AND CONDITIONS, AND SIGN AND DATE BOTH SHEETS.

Terms and Conditions of Application / Contract

EXHIBIT/EXHIBITOR: The vendor, contractor, company or individual signing for the lease of the booth/exhibit/display or space (hereinafter known as the EXHIBIT) will be referred to as EXHIBITOR.

MANAGEMENT: Pro Trade Show Associates, a division of Solar-Cool Corporation, will be referred to as MANAGEMENT in this Agreement.

EXHIBIT USE & CONDUCT OF EXHIBITOR STAFF:

Only the lessee of the EXHIBIT described will occupy such space and EXHIBITOR shall not assign or sublet or allow others use of any part of this space, without the prior written approval of MANAGEMENT. EXHIBITOR will confine all activities within its EXHIBIT. EXHIBIT shall be staffed during all Show hours, and EXHIBITOR STAFF will dress and behave in a professional and business-like manner at all times. EXHIBITOR will refrain at all times from describing any competitive products, services or companies in a negative or uncomplimentary manner. EXHIBITOR will allow no display, music or audio that is objectionable. MANAGEMENT reserves the right to require EXHIBITORS to modify any objectionable exhibit or behavior. Failing which, EXHIBITOR shall immediately terminate their exhibition and vacate the premises, forfeiting all fees and charges.

RULES AND REGULATIONS:

EXHIBITORS will abide by all rules and regulations of the exhibition hall and property, and all government agencies having jurisdiction, and it is expressly understood and agreed that this Agreement encompasses such rules and regulations as if same were set forth in this Agreement.

ASSIGNMENT AND SUBLETTING:

The EXHIBITOR shall not assign any rights under this Lease Agreement or sublet the space without the prior written permission of MANAGEMENT, which permission may be arbitrarily withheld.

FLAMMABLE/VOLATILE MATERIALS:

Flammable and/or volatile materials are prohibited, whether in tanks, machinery or vehicles. If vehicles are exhibited, fuel tanks must be drained and locked and battery cables disconnected. Drapery and other materials in the EXHIBIT must be flame proof and comply with all government regulations.

INSURANCE & LIABILITY:

MANAGEMENT agrees to provide building supervision for EXHIBITOR'S property during non-show hours. EXHIBITOR agrees, however, that MANAGEMENT will not be held liable for any damage or loss of EXHIBITOR'S property due to fire, accident, theft or other causes, nor held liable for any liability incurred by EXHIBITOR as a result of the Show/Exhibition. EXHIBITORS should acquire adequate insurance at their own expense to cover all eventualities. The EXHIBITOR does hereby and forever discharge, release, indemnify and hold harmless MANAGEMENT, its agents and employees from any claims, injuries, deaths or liabilities whatsoever arising from any cause from this Show/Exhibition. In the event it becomes necessary for MANAGEMENT to enforce this Agreement, or any part thereof, EXHIBITOR agrees to pay all costs and expenses of such enforcement including attorneys' fees.

PAYMENT TERMS & CANCELLATION POLICIES: To reserve EXHIBIT space, a payment of 50% is required with Application and payment of any remaining balance must be made 30 days prior to commencement of Show. If EXHIBITOR cancels, there will be no refund unless MANAGEMENT has been able to sell that space and any unsold EXHIBIT space. EXHIBITOR agrees to pay all collection fees, court costs and/or attorneys' fees if delinquent account is turned over to a collection agency or attorney for collection.

GENERAL:

MANAGEMENT reserves the right to arbitrarily accept or decline product or service inclusion or EXHIBITOR participation in the Show, and it reserves the right to arbitrarily change EXHIBIT locations within the facilities. MANAGEMENT exclusively and arbitrarily will mediate disagreements. In the event the Exposition/Show is postponed or cancelled for any reason, EXHIBITOR shall and does hereby waive any claim for damages, whether consequential, special, foreseen or otherwise. All personal property of EXHIBITOR or other persons placed upon or within the Premises shall be the sole responsibility of EXHIBITOR, and MANAGEMENT assumes no liability therefore.

REMOVAL OF EXHIBITS:

The EXHIBITOR agrees no display will be dismantled or goods removed during the entire run of the Show, but will remain intact until the end of the final closing hour of the last Show day. The EXHIBITOR also agrees to remove its display and equipment from the Show site by the final move-out time limit or, in the event of failure to do so, the EXHIBITOR agrees to pay for such additional costs as may be incurred.

CANCELLATION OR CURTAILMENT OF THE SHOW:

In the event that the facility in which the Show is to be held or is held is destroyed or becomes unavailable for occupancy for reasons beyond the control of MANAGEMENT and sponsors, or if for any reason MANAGEMENT is unable to permit the EXHIBITOR to occupy the facility or the space, or if the Show is cancelled or curtailed, MANAGEMENT and sponsors will not be responsible for any loss of business, loss of profits, damage or expense of whatever nature that the EXHIBITOR may suffer. The reasons listed include, but are not limited to, such reasons as: casualty, explosion, fire, lightening, flood, weather, epidemic, earthquake or other Acts of God, acts of public enemies, riots or civil disturbances, strike, lockout or boycott. The provisions of and contained in this Exhibitor Lease Agreement supercede and revoke any and all prior written agreements between the parties hereto, and any and all oral agreements between the parties are hereby merged into this Lease Agreement; (b) No custom, usage or course of dealing between or among the parties to this Lease Agreement, which may be or appear to be in conflict or inconsistent with any of the terms or provisions of this Lease Agreement, shall be deemed or construed as waiving or varying in any respect any of the agreements, terms or provisions set forth in this Lease Agreement. It is the intention of the parties that the laws of Florida shall govern this Lease Agreement, the construction of its terms, and the interpretation of the rights and duties of the parties, and venue for any legal or other proceeding shall be in Brevard County, Florida.

EXHIBITOR NAME: _____
Signature: _____
Date: _____