

2016



Friday, December 16, 2pm - 7pm  
Saturday, December 17, 9am - 4pm

2016 Exhibit Space Contract

Business \_\_\_\_\_ Date \_\_\_\_\_

Contact Name \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Townsquare Media Sales Rep \_\_\_\_\_

ND Tax Permit # \_\_\_\_\_ Product To Be Displayed \_\_\_\_\_

Indoor Booth Space (booth includes 8' table, two chairs, pipe/drape)	Investment	✓
10'x10' Booth	\$300	
10'x10' Premium End Booth	\$375	
10'x20' Premium End Booth (3 sides)	\$700	
20'x20' Premium End Booth (3 sides)	\$1300	
Table w/chair (no piping & draping) (maximum 2)	\$75	
Table w/chair & Electricity (maximum 2)	\$90	
Bulk Space (includes 8' table, two chairs)	Investment	✓
Indoor 20' x 20'	\$750	
Indoor 20' x 30'	\$900	
Outdoor Bulk Space	\$50/per 100 sq ft	
Additional Options	Investment	✓
Radio/Online Radio Schedule	<ul style="list-style-type: none"> <li>• 40 :30 second radio ads</li> <li>• 40 :30 second online radio ads</li> <li>• Station(s) of sponsor's choice</li> <li>• Air in December</li> <li>• Call for details</li> </ul>	\$400
Digital Display Banner	<ul style="list-style-type: none"> <li>• 30 Day Online Digital Banner</li> <li>• Choose from 5 station websites</li> <li>• 16% share of voice rotation</li> <li>• Station of your choice</li> </ul>	\$75
On-Site Banner	<ul style="list-style-type: none"> <li>• 3' x 5' maximum size</li> <li>• Provided by sponsor</li> <li>• Placed in prominent location</li> </ul>	\$25/each
Live Interview	<ul style="list-style-type: none"> <li>• 60 second live interview at expo</li> <li>• Airs across five radio stations</li> </ul>	\$25/each
Prize Giveaway	<ul style="list-style-type: none"> <li>• Provide a \$25 minimum prize</li> <li>• Includes on-site announcement</li> <li>• Must be received before 12-01-15</li> </ul>	No Charge

Sponsorship Options
<input type="checkbox"/> Title Sponsor (SOLD)
<input type="checkbox"/> Admission Buy Down Sponsor (\$3000)
<input type="checkbox"/> Demo Area Sponsor (\$600)
<input type="checkbox"/> Broadcast Sponsorship (\$1000)
<input type="checkbox"/> Bag Sponsorship (\$500)
<input type="checkbox"/> Custom Sponsorship (TBD)

\*All Booth Space, Additional Options, and Sponsorships Subject to Availability

50% Deposit Due with Contract: \$ \_\_\_\_\_

Balance Due before 12-01-2016: \$ \_\_\_\_\_

Check Payments To:  
Townsquare Media Bismarck  
1830 N 11th St.  
Bismarck, ND 58501

To Pay in Full by Credit Card:

CC # \_\_\_\_\_

Exp. \_\_\_\_\_ V-code \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



## THE 2016 PUKLICH CHEVROLET ND SPORTSMAN'S EXPO TERMS AND CONDITIONS

Puklich Chevrolet & Townsquare Media hereby grants to the Exhibitor the right to use space in the Bismarck Event Center Exhibit Hall designated as either bulk or booth space in the Puklich Chevrolet ND Sportsman's Expo to be held December 16<sup>th</sup> - 17<sup>th</sup>, 2016. NO EXHIBIT OR PART OF EXHIBIT WILL BE PERMITTED IN SAID SPACE UNTIL THE RENTAL OF THIS SPACE HAS BEEN PAID IN FULL. NO REFUNDS ON SPACE ORDERED AND NOT USED.

If the Exhibitor fails to make either of said payments at the time appointed therefore, all rights of the Exhibitor hereunder shall cease and terminate, and any payments made by him on account hereof prior to said time shall be retained by Townsquare Media as liquidated damages for the breach of this agreement as aforesaid, and Townsquare Media may thereupon resell the space.

The use of said space shall be subject to Rules and Regulations of the Event Center Exhibit Hall and to all further rules and regulations now or hereafter adopted for the conduct of said show, which are hereby made a part of this agreement and to which the Exhibitor agrees strictly to conform.

Puklich Chevrolet and Townsquare Media, their representatives, or any member of the above named shall not be liable for any damages or expense incurred by the Exhibitors in the event the show is delayed, interrupted or not held as scheduled; and, if for any reason beyond the control of Townsquare Media the show is not held, Townsquare Media may retain so much of the amount paid by Exhibitors as is necessary to defray expenses already incurred by Townsquare Media.

The Exhibitor will hold Puklich Chevrolet and Townsquare Media harmless from any damage, expense, or liability arising from any injury or damage to said Exhibitor, his agents, servants, or employees, or to the property of said Exhibitor. The Exhibitor hereby expressly agrees to indemnify Puklich Chevrolet and Townsquare Media for any and all damages, claims, or disbursements made for or on behalf of the Exhibitor.

This license may be terminated by Townsquare Media at any time on the breach of the rules and any other of the conditions hereof by the Exhibitor, and thereupon all his rights hereunder shall cease and terminate, and any payments made by him on account hereof shall be retained by Townsquare Media as liquidated for such breach, and Townsquare Media may thereupon resell said space.

All personnel, merchandise and equipment must remain inside the assigned space. Soliciting in other areas outside of your space is strictly prohibited. No PA system, loud speaker, amplifier, broadcasting device, music or other objectionable method shall be used by the Exhibitor or his employees if it interferes with other exhibitors or the Management, its employees or patrons.

All booth areas must be manned at during all show open hours. The Exhibitor shall not sublet or share any part of the space hereby rented except upon the written agreement with Townsquare Media. The Exhibitor shall not display materials not directly sold or serviced by the Exhibitor.

The Exhibitor agrees not to install, or cause to be installed, any special or additional signs, apparatus, shelving, standards or any merchandise which will obstruct the view of other exhibits.

The Exhibitor agrees to abide by decisions of Townsquare Media concerning all matters pertaining to the administration and success of the Sportsman's Expo which are not specifically stated.


No media, TV, radio or otherwise, shall broadcast from Exhibitor's booth/bulk space without consent from Townsquare Media. This agreement shall be binding upon the parties thereto and their respective executors, administrators, successors, and assigns. **Setup time is from 7AM – 2PM on Friday, December 16<sup>th</sup>. Show hours are Friday, December 16<sup>th</sup> 2pm to 7pm CST and Saturday, December 17<sup>th</sup> 9am to 4pm CST.**



## What Sets this Show Apart?

The ND Sportsman's Expo offers comprehensive quality displays of products and services in the area of hunting, fishing, self defense, fire arm safety and hunter safety, winter recreation, camping gear and certification classes. Stages with seminars by regional experts attract attendees as well as coverage by local media.

A strong marketing and public relations campaign helps support the expo. Extensive radio advertising on five stations blankets the area. There is also print and TV advertising, with pre-publicity, giveaways, and live show coverage. Email and social media campaigns supplement traditional promotion efforts.

	<p>The ND Sportsman's Expo is the area's Premier Winter Sportsman's Expo show in the state. There are many opportunities (see below) to partner with this show and be associated with one of the best-attended winter events in the area.</p> <ul style="list-style-type: none"> <li>• <b>December 16-17, 2016</b></li> <li>• <b>Bismarck, ND Event Center</b></li> </ul>
Sponsorship Opportunities	Investment
<p><b>Title Sponsorship</b></p>	<ul style="list-style-type: none"> <li>• <i>Our thanks to Puklich Chevrolet</i></li> </ul> <p style="text-align: right;"><b>SOLD</b></p>
<p><b>Friday Admission Buy Down Sponsorship</b></p>	<ul style="list-style-type: none"> <li>• With your sponsorship Friday afternoon is Free to the public</li> <li>• Inclusion in expo advertising and public relations that pertain to Free Admission*</li> <li>• Logo inclusion on expo website, <a href="http://www.NDSportsmansExpo.com">www.NDSportsmansExpo.com</a>, with hyperlink</li> <li>• 10' x 10' display booth space</li> <li>• 40 :30 second radio ads and 40 :30 second online radio ads on station(s) of sponsor's choice</li> <li>• Social media mentions</li> <li>• Signage and prominent visibility at expo</li> </ul> <p style="text-align: right;"><b>\$3000</b></p>
<p><b>Presentation + Demo Area Sponsorship</b></p>	<ul style="list-style-type: none"> <li>• Logo inclusion on expo website, <a href="http://www.NDSportsmansExpo.com">www.NDSportsmansExpo.com</a>, with hyperlink</li> <li>• Signage and prominent visibility at the expo</li> <li>• Social media mentions</li> <li>• 10' x 10' display booth space</li> </ul> <p style="text-align: right;"><b>\$600</b></p>
<p><b>Broadcast Sponsorship</b></p>	<ul style="list-style-type: none"> <li>• Townsquare Media broadcasts across all five radio stations during both days of the show</li> <li>• Your business name will be given sponsorship credit in each broadcast break (120 total breaks)</li> <li>• Signage and prominent visibility at the expo</li> <li>• Social media mentions</li> <li>• 10' x 10' display booth space</li> </ul> <p style="text-align: right;"><b>\$1000 (single day is \$600)</b></p>
<p><b>Bag Sponsorship</b></p>	<ul style="list-style-type: none"> <li>• Sponsor provides bags with their company logo/information at each expo entrance</li> <li>• 10' x 10' display booth space</li> <li>• Social media mentions</li> <li>• Signage and prominent visibility at expo</li> <li>• Opportunity for sponsor's staff to distribute the bags</li> </ul> <p style="text-align: right;"><b>\$500 + 2000 Bags</b></p>
<p><b>Custom Sponsorship</b></p>	<ul style="list-style-type: none"> <li>• Let's create something for you</li> </ul> <p style="text-align: right;"><b>TBD</b></p>

For information on available sponsorship opportunities, contact Townsquare Media at 701-250-6602. Additional expo information can be found at [www.NDSportsmansExpo.com](http://www.NDSportsmansExpo.com).