

Southeast Halloween Enthusiast Convention

Exhibitor Guide and Agreement

The Southeast Halloween Enthusiast Convention (SEHEC) is a two-day convention that attracts Halloween enthusiasts, home haunters, haunt owners, paranormal enthusiasts, and industry professionals.

SEHEC takes place July 11 – 12, 2020 in Gainesville, FL. Tradeshow days are place July 11 – 12. The venue is the Hilton Conference Center Hotel. SEHEC is exhibitor friendly.

In a nutshell: Vendor set-up is July 10, the tradeshow is July 11 – 12 and vendor teardown is July 12, 2020.

ALL vendor, sponsor and attendee registration is done and paid through the SEHEC.com website.

2020 EXHIBITION DETAILS & Available Space Options

- 10x10 booth comes with:
 - One draped 6' table, two chairs, wastepaper basket, booth ID & number, Pipe & Drape backdrop, and two vendor badges.
 - Vendors will be listed on the website and in the printed program (with adequate pre-printing notification of booth purchase).
 - Standard 110 V. power is **included at no additional cost.**
 - Wi-Fi is **included at no additional cost.**
- 10x20 booth comes with:
 - Two draped 6' tables, four chairs, wastepaper basket, booth ID & number, Pipe & Drape backdrop, and four vendor badges.
 - Vendors will be listed on the website and in the printed program (with adequate pre-printing notification of booth purchase).
 - Standard 110 V. power is **included at no additional cost.**
 - Wi-Fi is **included at no additional cost.**
- 7x7 Artist Alley table comes with:
 - One 6' draped table, two chairs, wastepaper basket, booth ID & number, and two vendor badges.
 - Vendors will be listed on the website and in the printed program (with adequate pre-printing notification of booth purchase).
 - **No power provided; no Pipe & Drape provided.**
- Free access to the private V-EYE-P sponsor/vendor/speaker room is included. Coffee and snacks are provided there, as well as provided water for the show floor.

- Booth sizes, options and rates are in the **Vendor Booth Options** information on the web site.

SEHEC Hours of Operation

1. Exhibit/Vendor Hall
 - a. Set-Up Hours
 - i. Friday, July 10 at 10 AM to 11 PM
 - b. Post Set-Up Sponsor/Vendor/Speaker Party
 - i. Friday, July 10 at 6 PM to 9 PM
 - c. **Vendor Hall Hours for Event**
 - i. **Open Saturday, July 11 from 10 AM to 6 PM**
 - ii. **Open Sunday, July 12 from 10 AM to 4 PM**
 - d. Teardown Hours
 - i. Sunday, July 12, 4 PM to 10 PM
2. Convention Show
 - a. Saturday, July 11 from 7:30 AM to 6 PM
 - b. Sunday, July 12 from 7:30 AM to 6 PM
3. Costume Ball
 - a. Saturday, July 11 from 7 PM to 11 PM
4. Seminars and Courses
 - a. Saturday, July 11 from 9 AM to 5 PM
 - b. Sunday, July 12 from 9 AM to 4 PM

Exhibitor Extra Benefits

- Exhibitors receive complimentary posts on our website, our Social Media posts and logo placement in the show program (with booth purchased at least three weeks before the show).
- Anything that creates a mist/fog/smell/loud noise should be discussed with the show organizer well in advance of the show. Our venue is very accommodating, but we need to make them aware of the unusual stuff that happens at a Halloween convention.

PAYMENT

Booth space purchase is through the Vendor link on www.SEHEC.com

EXHIBITOR TERMS & CONDITIONS - SEHEC 2020

THIS AGREEMENT shall be subject to and subordinate to the lease and rules and regulations between the selected "Convention Facility" and Southeast Halloween Enthusiast Convention "SEHEC," for the period of the convention. The term "Convention" as used herein shall mean SEHEC. The term "Exhibitor" shall refer to the party contracting hereunder for said exhibit space, the term "Convention Facility" shall refer to the hotel and/or convention building in which SEHEC is to be held.

I. PAYMENT REQUIREMENTS:

- A. PAYMENT for all booth space, program advertising, sponsorship, fees, and/or additional registrations MUST be PAID IN FULL before the exhibit company will be allowed to occupy the assigned booth space.
- B. NO REFUNDS will be provided for program advertising, sponsorship, fees, or additional registrations after payment. Partial refunds for booth space may be available IF the Exhibitor provides notice at least 30 days prior to show opening.

II. USE OF ASSIGNED SPACE: It is expressly agreed that exhibit space is assigned under this contract subject to the following terms and conditions: (Note: For the purposes of this paragraph, "person" means any natural person or any corporation, partnership, foreign or domestic business entity.

- A. All exhibits in the SEHEC convention shall be officially housed in the specified convention facility.
- B. All exhibit space assigned under this contract is for the SOLE AND EXCLUSIVE USE OF THE UNDERSIGNED EXHIBITOR. Exhibitor shall not reassign, sublease or share his assigned space with any other person or company unless authorized by the show Producer. Exhibit space is assigned on the expressed understanding that it is to be used solely for the display of the products and/or services that the Exhibitor holds out for sale. Use of the assigned space for the display of products or persons other than the Exhibitor is a violation of this contract, and cause for exhibitor removal from the exhibit space.
- C. Exhibitor shall display his products and/or services only in the designated exhibit area assigned in this contract. Exhibitor is expressly prohibited from displaying his/her products in any other space in or around the facility without written permission from the SEHEC management staff.
- D. SEHEC holds the absolute right to require any Exhibitor to change, alter, modify, or remove any or all parts of Exhibitor's display, which SEHEC, in its sole discretion, deems unsuitable for the convention or bothersome to the other exhibitors; including but not limited to signs, cards, fog machines, animations, air cannons or other material, stands, display cases, physical structures, booth configuration, or items being displayed by Exhibitor.
- E. SEHEC reserves the right to alter locations of Exhibitors or of booths as shown on the official floor plan, if deemed necessary, in the best interest of the convention generally. SEHEC reserves the right to fill space vacancies occurring for the reason of non-arrival or late arrival of the Exhibitor.

III. SPECIAL SERVICES: SEHEC shall provide the following items and services to the exhibitor without any additional charge: (NOTE: Forms and fees must be completed and submitted no later than 30 days before the official opening of SEHEC)

- A. SEHEC will furnish Exhibitor one (1) booth space (10'x10') per booth ordered and one (1) standard rectangular, draped vendor table with two (2) chairs. (10'x20' larger booth spaces with more furnishings are also available.)
- B. SEHEC will include Exhibitor's name and booth number in its official event directory, only if the information is formally submitted and fees paid prior to publisher's deadlines.
- C. Exhibitor must obtain any and all needed labor, furnishings, wiring, lighting, decorations and other supplies and equipment beyond what is provided at the venue. All charges for such services are the sole responsibility of the Exhibitor, and exhibitors are NOT allowed to bill through SEHEC, nor shall SEHEC assume any responsibility for them under any circumstance.

IV. LIABILITY FOR LOSS, THEFT, PROPERTY DAMAGE OR DESTRUCTION AND PERSONAL INJURY:

A. Exhibitor hereby agrees to hold harmless and waives any and all claims against SEHEC and the selected Convention Facility resulting from loss, theft, damage, or destruction of its property, or from personal injuries to it, its agents, or employees.

B. Exhibitor assumes full and complete responsibility for any damage or destruction of property of others, or from Exhibitors participating in SEHEC event during the applicable dates. Exhibitor assumes full responsibility for any fines incurred by SEHEC as result of activities not pre-approved by SEHEC. This includes the triggering of fire alarms and smoked detectors. Exhibitor hereby waives any right of indemnification against SEHEC and the selected Convention Facility for any and all claims arising from exhibiting at SEHEC.

V. FIRE REGULATIONS: All display materials **must** be re resistant or treated with flame retardant solution to meet requirements of the standard test as provided in the local municipal code for protection protection. No obstruction, such as chairs, tables, displays, easels or stanchions, will be allowed to protrude into the aisles.

VI. INSTALLATION AND DISMANTLING OF EXHIBITS: (See installation and dismantling dates and times of Exhibitor Booths in the SEHEC Exhibitor Packet).

VII. ATMOSPHERIC PRODUCT RULES: Only fast-dissipating fog may be demonstrated in an exhibitor's booth at the show.

VIII. INSURANCE- Part 1: It is expressly acknowledged that SEHEC has not purchased insurance of any kind for the benefit of Exhibitor, nor is it under any obligation whatsoever to do so.

IX. CERTIFICATE OF INSURANCE: All exhibitors SEHEC are required to supply a Certificate of Insurance for general liability. Exhibitors will not be allowed onto the show floor until a Certificate of Insurance is presented to a SEHEC show Producer (William or Beth Ramsay).

A. SEHEC requires each exhibitor to carry liability insurance in an amount not less than \$1,000,000 bodily injury and property damage combined. Show management requires exhibitors to file a Certificate of Liability Insurance naming SEHEC and Gypsy Gems Farm, Inc. as additional insured.

X. Any expense incurred as a result of partial or total evacuation of exhibitor from the selected exhibit facility.

XI. EXHIBITOR'S RESPONSIBILITY FOR ADDITIONAL CHARGES: The following charges are the sole and direct responsibility of Exhibitor. SEHEC shall incur no responsibility or liability with respect to:

A. Any expense incurred as a result of partial or total evacuation of exhibitor from the selected exhibit facility.

B. Any expense required for Exhibitor to comply with any federal, state or local government regulation.

C. Any expense required for Exhibitor to comply with any regulation imposed by the selected Convention Facility.

D. Any expense incurred by Exhibitor due to a strike or labor dispute.

XII. CHANGE OF TIME OR PLACE: SEHEC reserves the right to change the location and the time of the convention, provided that it shall give Exhibitor immediate mailed notice of such change.

XIII. CANCELLATION: Upon acceptance by SEHEC, this contract is binding. No refund will be executed to Exhibitor unless specified by SEHEC.

A. SEHEC has the absolute right to cancel this contract if Exhibitor fails at any time to comply with any or all of the terms, provisions, or conditions of this agreement. Such cancelation shall be without liability on the part of SEHEC.

B. SEHEC has the absolute right to cancel the contract in the event that the performance is rendered impossible by any circumstances beyond the control of SEHEC, including but not limited to acts of God, government, or public enemy; strikes or other labor disputes; or the selected Convention Facility's inability to provide space. Such cancelation shall be without liability on the part of SEHEC provided that SEHEC refund Exhibitor for fees paid to date.

XIV. EXHIBITOR'S RESPONSIBILITY FOR EXPENSES AND ATTORNEY'S FEES:

A. Exhibitor shall be liable to SEHEC for any and all expenses incurred by SEHEC in exercising and/or enforcing any of its rights under this contract or incurred by SEHEC as a result of Exhibitor's violation or failure to comply with all the terms of this contract, including all court, mediation and attorney's fees.

XV. RULES AND REGULATIONS:

A. SEHEC reserves the right to adopt any rules or regulations which it may deem necessary in order to facilitate the smooth and effective operation of the convention. Exhibitor hereby agrees to abide by any such rules or regulations, as if they were fully set forth herein. The rules and regulations will be furnished to the Exhibitor upon his request.

B. SEHEC reserves the right to refuse admittance to the convention, of any person, group of persons or organization, for any reason, without explanation or appeal.

C. SEHEC reserves the right to restrict, refuse or expel at any time, exhibits that in its sole judgment detract from the general character of the convention. This reservation includes products, things, conduct, printed materials, or anything of a character that SEHEC deems objectionable or detrimental. The decision of SEHEC being final in this matter.

D. Exhibitor agrees to comply with any rules of the selected convention facility.

XVI. BADGES AND WRISTBANDS:

A. Every person on the exhibit floor must wear an Exhibitor Badge and possible Exhibitor Wristband at all times.

XVII. SALES TAX:

A. SEHEC will be held in the city of Gainesville, in the county of Alachua, in the state of Florida. The state and county sales tax are currently 7.0%. Exhibitors making sales at SEHEC are solely responsible for obtaining any licenses and/or seller's permits required by the city, county or state and for collecting and remitting sales tax.

B. The combined sales tax rate for Alachua County, FL is **7%**. This is the total of state and county sales tax rates. The Florida state sales tax rate is currently **6%**. The Alachua County sales tax rate is **1%**.

XVIII. SPACE ASSIGNMENT:

A. SEHEC shall have the right to assign convention space as SEHEC deems appropriate. Exhibitor shall have no right to any space unless and until an application for exhibit space has been duly executed by SEHEC and all Exhibitors and exhibits have complied with a financial and other explanations under this contract.

B. Exhibitor agrees to maintain his staffed booth until the close of the show on Sunday. Failure to do so will result in a fine of \$200.

XIX. THIS AGREEMENT contains the entire agreement between the parties and for all purposes shall be deemed to have been executed under and subject to and constructed in accordance with the laws of the State of Florida. The parties stipulate and agree that the venue for any dispute arising out of this agreement shall be in Gainesville, Florida.

A. The undersigned agrees to abide by the *Southeast Halloween Enthusiast Convention 2020* Exhibitor Terms and Conditions. Acceptance of this application by the *Southeast Halloween Enthusiast Convention* constitutes a contract.

B. Authorized Signature:

1. Title:

2. Company Name:

3. Company URL:

4. Company Address, City, State, and Zip:

5. Company Email Contact Info:

6. Contact Name Contact Title (above):

7. Contact Cell Phone:

8. Contact Email:

Please send:

- 1) A **photograph** of the previous page (#6) completed & signed to the email address below.
- 2) A 50-word company product/service description.
- 3) A logo for use on the SEHEC website and Social Media to: **SEHEConvention@Gmail.com**

