

FACT SHEET

The emphasis of the Children's Expo is on fun and learning. Exhibitors are urged to create interactive displays. Let the children play, see, touch, handle, and have a good time!

Location: The Ocean Center, 101 N. Atlantic Avenue, Daytona Beach, FL 32118

Show days and hours: Saturday and Sunday, August 25 and 26, 2007 • 10am-6pm

Move-in: Friday, August 24, 2007 • Noon-7pm

Move-out: Sunday, August 26, 2007 • 6pm-10pm

Exhibit Space:	COST	DEPOSIT
10'x10' booth	\$500	\$150
20'x20' peninsula	\$1900	\$700

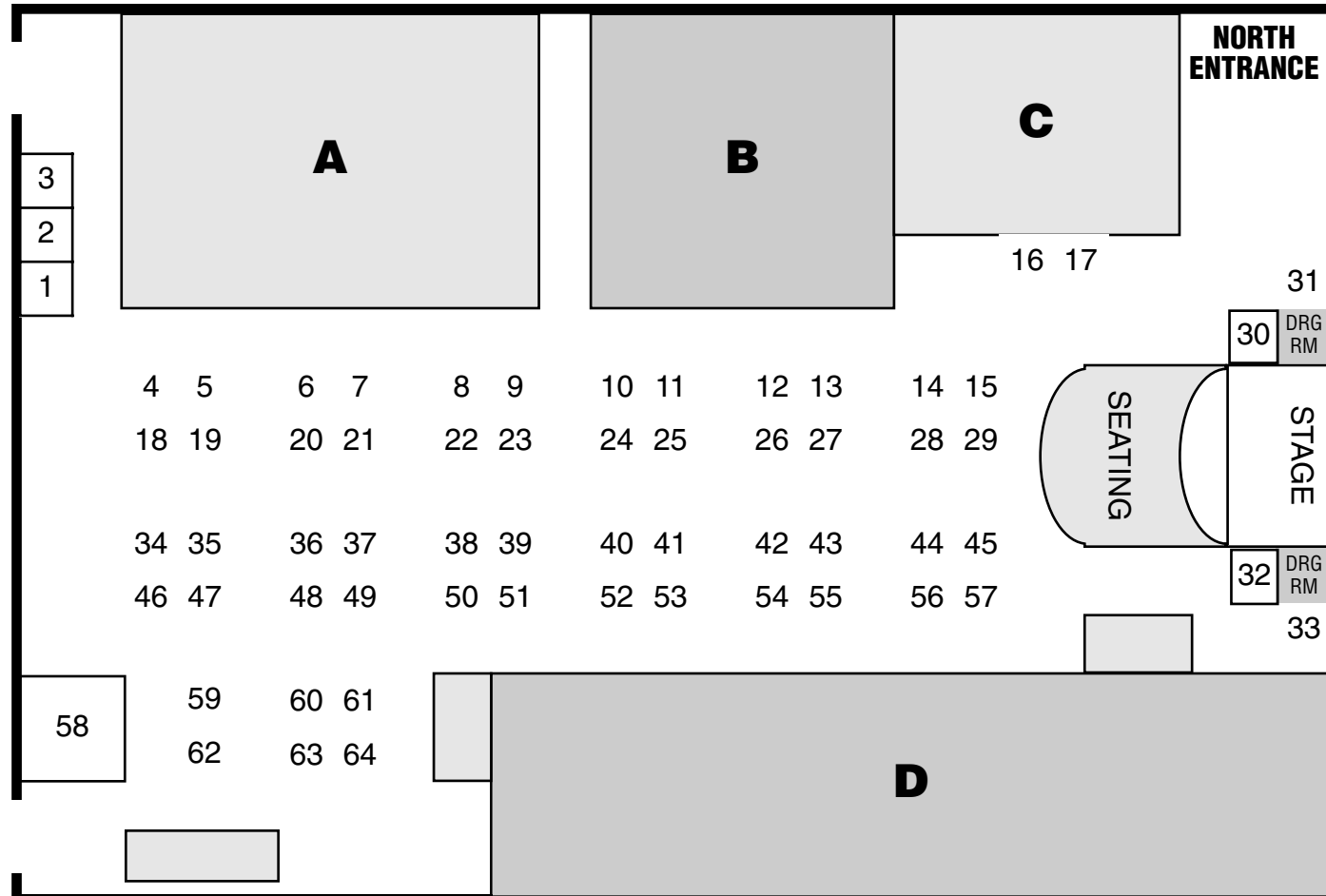
Included in cost of exhibit space:

- Advertisement in Children's Expo tabloid in The News-Journal
- Ten days of preshow attendee promotion
- Booth ID sign
- Exhibitor badge
- Special exhibitor parking rate



Children's Expo 2007

Floor plan subject to change



August 25 & 26, 2007
The Ocean Center, Daytona Beach

Organized by: The Daytona Beach News-Journal

APPLICATION AND EXHIBIT SPACE CONTRACT

We want to exhibit in the CHILDREN'S EXPO, August 25 & 26, 2007 at the Ocean Center. We hereby apply for the following exhibit space: (select four space locations in order of preference.)

1. _____ 2. _____ 3. _____ 4. _____

Note: Two or more booths may be combined to create larger space. Show organizer, News-Journal Corporation, d/b/a The Daytona Beach News-Journal (hereafter referred to as the "Management"), will make every effort to comply with booth requests on a first come, first serve basis. If booths requested are not available, Management shall assign a booth(s) most similar to that requested as determined by Management in its sole discretion. Upon acceptance of this application by Management, this application becomes a contract, and by execution and delivery hereof, the undersigned agrees to all terms and conditions set forth herein and on the reverse side.

RATES:

10x10	\$500.00
20x20 (peninsula)	\$1900.00

DEPOSIT:

\$150 per (10X10) booth space requested
\$700 per bulk space requested

- Large peninsula or island spaces available upon request. Please call for rates and information.
- Outdoor spaces available. Call for rates and information.

In order for this application to be processed and confirmed, a deposit MUST accompany this application according to the schedule.

- A. All applications received before May 31 require deposit per above schedule. Final invoicing June 29, 2007.*
- B. All applications received between June 1 and June 29, 2007 require 50% deposit with final invoicing June 29, 2007.*
- C. All applications received after June 29, 2007, require 100% payment.

*All amounts not paid in accordance with the final invoice shall be subject to a finance charge and will accrue interest at the highest lawful rate. Notwithstanding, Management reserves the right to terminate this contract for Exhibitor's failure to make timely payment, and upon such termination Exhibitor forfeits all rights to any deposit already paid.

TOTAL EXHIBIT SPACE RENTAL FEE:

Rate per space \$ _____

X _____ space(s) = \$ _____

Deposit \$ _____ (May be charged to MC or VISA)

VISA MC # _____

Exp.Date _____ Sign Here _____

Return Application and Deposit to:
CHILDREN'S EXPO 2007
News-Journal Corporation
P.O. Box 2831
Daytona Beach, FL 32120-2831
Make checks payable to: *The News-Journal*

EXHIBITING COMPANY INFORMATION (Please print or type)

Firm Name: _____ (Referred to herein as "Exhibitor")

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

Phone: _____ Fax: _____ Email: _____

Authorized by: _____ Signature (x) _____

Product(s) or Service(s): _____

DO NOT WRITE BELOW THIS LINE

Accepted by Management (Please print or type)

N/J Representative: _____ Rep# _____ Date: _____

Deposit Paid _____ Balance _____ N/J Acct.# _____

Booth(s) Assigned: _____ Dimensions: _____ Sq. Ft.: _____