

## WELCOME TO THE WORLD'S LARGEST 19<sup>th</sup> HOLE and GOLF EXPO

Whether a golfer has just fired the round of his or her life to vault into contention or played the last three holes in five-over to fall hopelessly off the leader board, the "World's Largest 19th Hole" puts a smile on the face of every competitor.

A nightly celebration, the 19th Hole is the heartbeat of the GOLF.com World Amateur Handicap Championship. The event which covers the entire Myrtle Beach Convention Center is equal parts tournament headquarters, golf exhibition and party. The tournament's 3,500 participants and their guests convene at the 19th Hole, anxiously hoping to see their name appear on the Jumbo Tron that displays the leaders of each flight.



We have created a 100,000 square foot interactive golf expo which has become the marquee destination at the 19th Hole. This area is a virtual playground for golfers, complete with manufacturer reps, custom club fitting, diagnostic machines and PGA professionals.

The Golf Expo features more than 30 companies, indoor putting and chipping greens, golf simulators to test your skills, and a

virtual swing lab to analyze and improve your swing. PGA Professionals are on-site with state-of-the-art launch monitors and swing simulators to help golfers select clubs that are best suited to their game. With all of the game's leading club and apparel manufacturers' reps on-site, the golf expo is a dazzling showcase of the best the game has to offer.

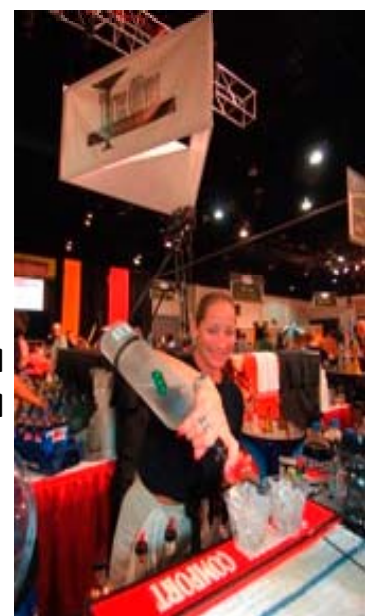
### **Included with your space rental:**

8' tall back drape, 3' tall side drape, one table, two chairs, electric, six expo badges, one booth ID Sign listing in the participation guide, and a corporate membership in the International Network of Golf (ING) a \$400 value. [www.inggolf.com](http://www.inggolf.com).



### **EVENT SCHEDULE**

<b>Monday</b>	<b>August 30<sup>th</sup></b>	<b>7PM – 10PM</b>
<b>Tuesday</b>	<b>August 31<sup>th</sup></b>	<b>7PM – 10PM</b>
<b>Wednesday</b>	<b>September 1<sup>st</sup></b>	<b>7PM – 10PM</b>
<b>Thursday</b>	<b>September 2<sup>nd</sup></b>	<b>7PM – 10PM</b>



# EXHIBIT SPACE APPLICATION & AGREEMENT

AUGUST 30 –  
SEPTEMBER 2, 2010



MYRTLE BEACH  
CONVENTION CENTER

Company Name \_\_\_\_\_

Exhibitor Booth Sign/Show Program \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

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

Title \_\_\_\_\_

Phone No. \_\_\_\_\_ Fax No. \_\_\_\_\_

Mobile No. \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Website \_\_\_\_\_

**Booth price includes:** 8' tall back drape, 3' tall side drape, one table, two chairs, electric, one booth ID Sign listing in the participation guide, six expo badges and a corporate membership in the International Network of Golf (ING).

**Deposit of \$575.00 per 10 x 10 required or as noted:** Balance due August 5, 2010. Faxed applications must be followed with a deposit check within 7 working days. Space will not be assigned until application and deposit are received.

**EXHIBIT SPACE RENTAL:**

<u>Booth Size</u>	<u>Booth Price</u>	<u>Total</u>	<u>Deposit Due</u>
<input type="checkbox"/> 10x10	\$1,150	\$ _____	\$575.00
<input type="checkbox"/> 10x20	\$2,150	\$ _____	\$1,075.00
<input type="checkbox"/> Other [Call for Pricing]		\$ _____	\$ _____
<input type="checkbox"/> Corner	Add \$50	\$ _____	
	<b>TOTAL</b>	<b>\$ _____</b>	
	Minus Deposit	\$ _____	
<input type="checkbox"/> Current ING Member - Discount	\$ - 150.00		
	<b>TOTAL BALANCE DUE</b>	<b>\$ _____</b>	

**Please Note: SUBLETTING IS PROHIBITED.** This policy will be strictly enforced.

**For JGG Use only**

Received by (JGG) \_\_\_\_\_ (Date) \_\_\_\_\_

Deposit Rec'd Check # \_\_\_\_\_ Space Assigned \_\_\_\_\_ Corner(s) \_\_\_\_\_ Space Size \_\_\_\_\_

Balance Due \_\_\_\_\_ Notes: \_\_\_\_\_

**Method of Payment: (Company Check Preferred)**

Check  American Express  Master Card  Visa  
(US Banks only. Canadian & overseas bank cards will have a \$20 (US) surcharge.)

Deposit or Full Payment Amount: \$ \_\_\_\_\_

Credit Card No \_\_\_\_\_ Expiration Date \_\_\_\_\_

Commercial Credit Card Customer Code \_\_\_\_\_

Name on Credit Card \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Signature \_\_\_\_\_

**Make check payable to Jamison Golf Group  
return to:**

**Jamison Golf Group,**

**556 Teton Street, Lake Mary, FL 32746**

**\* Remaining balance to be paid by 5pm EST, August 12, 2010.**

**FAX NUMBER: 407-878-4928**

**1-407-328-0500 ext. 1 www.worldamgolf.com**

**We agree to abide by all terms, conditions, rules and regulations governing the World Amateur Handicap Championship as contained herein which is part of this application. Acceptance of this application by Jamison Golf Group constitutes a binding contract.**

Date \_\_\_\_\_

Authorized Signature on behalf of Exhibiting Company

Title \_\_\_\_\_

**Products to be displayed. Please indicate brand names.**

**NOTE:** Only those products listed and approved by show management will be permitted to be displayed: \_\_\_\_\_

Will your company be exhibiting a NEW PRODUCT?  Yes  No

If Yes, please specify: \_\_\_\_\_

Will you be selling in your booth?  Yes  No

We do not want to be next to or across the aisle from: \_\_\_\_\_

\*Show Management reserves the right to reposition your booth placement and to revise the final floor plan in the best interest of the expo.

# GOLF.com WORLD AMATEUR HANDICAP CHAMPIONSHIP

## 1. Contract

This application, properly executed by Exhibitor shall upon written acceptance by The Jamison Golf Group constitute a valid and binding contract. JGG reserves the right to render all interpretations and to establish further regulations as may be deemed necessary for the general success of the Expo. It is further agreed that the conditions, rules and regulations as herein stated and as outlined in the Exhibitor's Manual are made a part hereof as though fully incorporated herein, and that the said Exhibitor agrees to be bound by each and every one thereof.

## 2. Exhibit Space

Rental shall be paid upon the following terms in order TO GUARANTEE EXHIBIT SPACE. For space requested a minimum payment of \$575 per 10x10 booth is due immediately with Space Application. Balance of space must be paid by 5:00 pm on August 5, 2010. Faxed applications must be followed by a check within seven working days of receipt of fax. Full payment is compulsory in advance of move-in dates. Jamison Golf Group reserves the right to determine eligibility of Exhibitors and appropriateness of Exhibitors' products/services before acceptance of contract. Exhibitor will not be permitted to move in without full payment.

## 3. Subletting Space

**Subletting is prohibited.** No Exhibitor shall assign, sublet or apportion the whole or any part of the space allotted, or have representatives' equipment or materials from other than its own firm in the said place without the written consent of the Jamison Golf Group .

## 4. Aisles

The aisles, passageways and overhead spaces remain under the control of World Amateur Handicap Championship (WAHC), and no signs, banners, advertising materials or exhibits, will be permitted in those areas without permission from the Jamison Golf Group. All exhibits and personnel must remain in confines of their own spaces. See exhibitor manual for specific details.

## 5. Exhibit Removal

**No exhibits,** part of an exhibit or merchandise may be removed from the Building **until 10 p.m.** of the closing day without approval from Jamison Golf Group. All Exhibits and materials must be removed by the stated times as posted in the Exhibitor's Manual. The set-up and breakdown schedules must be strictly adhered to for the safety and convenience of all expo exhibitors, attendees and the timely presentation of the show. Each Exhibitor must have an attendant in display during all hours of the show.

## 6. Liability of Exhibitor

The Exhibitor is entirely responsible for the space occupied by him and shall not injure, mar or deface the premises. The Exhibitor shall not drive nor permit to be driven, any pins, nails, hooks, tacks, or screws in any part of the Building. Furthermore, Exhibitor shall not affix to the walls or windows of the Building any advertisements, signs, etc., or use adhesive type material on any painted surfaces. The Exhibitor agrees to reimburse the Jamison Golf Group, WAHC and/or the Building for any loss or damage occurring to the premises or equipment.

## 7. Booth Display

Included in the cost of the exhibit space is standard 8' back drape, 3' side rail, 1 table, 2 chairs, ID sign, six expo badges, electricity, and listing in the Participant Guide. Carpeting and furnishings can be rented through Sheppard Decorating.

## 8. Sales Restrictions

Any item(s) offered for sale at a wholesale or retail price must be offered at that price to attendees and exhibitors alike. Any limit on quantity and or price must apply equally and be clearly posted, adhered to and applied to all items cannot be limited by quantity or prejudice.

## 9. Local Ordinance

All exhibits must comply with all City, State and Federal laws, ordinances, regulations and Fire Marshall instructions. Any and all City, State or Federal licenses, inspections, permits or taxes required by law of any Exhibitor in the installation or operation of his exhibit, shall be obtained by the Exhibitor at his own expense prior to the opening of the Expo. Exhibitors must have in their possession at the show any licenses or permits required by the City or State.

## 10. Cancellation of Contract

The Exhibitor shall forfeit his right to the space, all prepaid costs and upon demand, pay any balance owing to JGG if he fails to occupy or use his space or to have his exhibit completed by last designated hour of the opening day of the Expo. If the Exhibitor forfeits the space, JGG may re-let the space without liability to Exhibitor. If this contract is cancelled by Exhibitor for any reason, or by Jamison Golf Group because of Exhibitor's default or violation of this agreement, monies paid to JGG by Exhibitor shall be retained as follows: If cancellation occurs 45 days or more prior to the opening day of the Expo, JGG shall retain the required deposit, as noted on the front of this agreement and shall return the balance to Exhibitor. If cancellation occurs within 45 days prior to the opening day of the Expo, JGG shall retain the entire amount paid to date. **Any cancellation must be in writing.**

## 11. Disputes Resolved by Arbitration

Should any dispute arise between the parties concerning this Agreement or matters contemplated herein, the same shall be resolved by binding arbitration, conducted pursuant to the rules and regulations of the American Arbitration Association. Any arbitration commenced hereunder shall be held in Orlando, Florida, by one arbitrator (who shall be a lawyer) in accordance with American Arbitration Association rules. Each party shall bear its own cost of arbitration.

## 12. Liability of World Amateur Handicap Championship

If the Expo is cancelled, delayed, interrupted or not held as scheduled for any reason, other than an act of God, Exhibitor's damages shall be limited to only the cost of the reserved space paid to JGG and JGG shall not be liable for any other damages or expenses; JGG shall not be liable for any refund, damages or expenses if caused by an act of God. In the event of any breach of contract other than cancellation, delay, interruption, or not holding the show as scheduled, Exhibitor's damages shall be limited to the cost for the reserved space paid to JGG.

## 13. Indemnification

Exhibitor shall protect, indemnify and hold harmless Jamison Golf Group, WAHC, Myrtle Beach Convention Center, their officers, agents and employees from and against any and all claims, damages, losses and expenses including attorney's fees arising out of or resulting from the exhibit and activities of the Exhibitor and the officers, contractors, licensees, agents, employees, guests, invitees or visitors of Exhibitor, including but not limited to claims, damages, losses and expenses arising out of or resulting from the performance of live or recorded music or other copyrighted works with the exhibit and arising out of or resulting from disputes between exhibitors regarding violations of unfair trade practice laws or patent or copyright laws.

## 14. Consent to Use Exhibitor's Likeness

Exhibitor hereby consents to JGG royalty-free use of visual and audio reproduction of Exhibitor and its employees and exhibit(s) including without limitation recordings, photographs, video tapes, films and other images for the purpose of advertisement and promotion of this and future shows.

## 15. Exhibitor Conduct

The Exhibitor shall not conduct himself in such a manner or operate his equipment at a level of sound that is determined at the sole discretion of Show Management to be determined to the welfare of the show or of other exhibits. Show Management reserves the sole right at its discretion to take whatever action is necessary to force the Exhibitor to observe the foregoing.