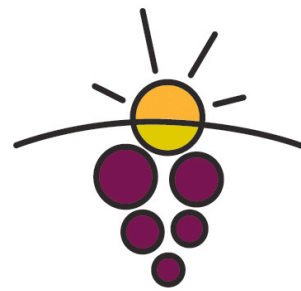


We cordially invite you to exhibit

TASTE! WASHINGTON!



EXPERIENCE SEATTLE'S WINE & FOOD WEEKEND

**Saturday March 31, 2012
Sunday April 1, 2012**

*VIP Tasting 1:00 - 2:00
General Admission 2:00 - 5:00*

CenturyLink Field Event Center
Seattle, Washington

Exhibitor Registration by



12510 33rd Ave. NE, Ste. 300
Seattle, WA 98125
Phone 206.367.2420 • Fax 206.363.9099

TASTE! WASHINGTON!



EXPERIENCE SEATTLE'S WINE & FOOD WEEKEND

Exhibitor Agreement

The undersigned company does hereby make application to participate at TASTE WASHINGTON (The Show) being held at the CenturyLink Field Event Center, Seattle, Washington on March 31 and April 1, 2012. This will be a binding contract when accepted by Varsity Communications, Inc. (VCI) on behalf of the Show and notification is made to the undersigned company.

Your registration fee will include: A piped and draped 8' x 10' booth, one 6' draped table, waste basket and two chairs. Please note that there is an 8' height restriction for items in your booth space.

Please complete both pages of this form and return it to VCI • 12510 33rd Ave. NE • Suite 300 • Seattle, WA • 98125, Attention: Kirk Tourtillotte (ph. 206-367-2420, ex. 1205, email kirk@varsitycommunications.com).

Please fax copy of completed agreement to Kirk's attention at 206-363-9099.

ANNUAL FEES:

_____ 8' x _____ Booth(s) \$ _____ for the 2012 Show.

(Please note that there is an 8' height restriction for items in your booth space.)

_____ Corner booth request(s) are an additional \$125 (where available).

_____ Electrical service (500 watt service, \$95.00 for advance order, price subject to change.).

_____ Two-Day Parking Pass at the CenturyLink Field Event Center (\$20.00).

_____ Seattle Business License number (required).

_____ Special Event Seattle Business License (\$15.00), required if no proof of Seattle Business License.

COMPANY NAME: _____

Name on Booth Sign _____

NAME / TITLE: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

EMAIL: _____ WEB SITE: _____

Name Badges (up to two names at no charge) email names to: melinda@varsitycommunications.com

Booth Space Rate Schedule

Early Registration Special (prior to 12-20-2011)

| | |
|-------------------------|--------------------------------|
| 8' x 10' booth | \$675.00 |
| Additional booth spaces | \$550.00 (each 8' x 10' space) |

Regular Registration (12-21-2011 to 1-20-2012)

| | |
|-------------------------|--------------------------------|
| 8' x 10' booth | \$745.00 |
| Additional booth spaces | \$620.00 (each 8' x 10' space) |

Late Registration (after 1-20-2012)

| | |
|-------------------------|--------------------------------|
| 8' x 10' booth | \$825.00 |
| Additional booth spaces | \$700.00 (each 8' x 10' space) |

Booth Space: Exhibitor applies for booth space at the Show, to be held at the CenturyLink Field Event Center, Seattle, Washington. The Show reserves the right to reject any applicant or exhibitor and return the amount paid for booth space. The Show reserves the right to assign, designate, or change your booth location for any reason. Please note that there is an 8' height restriction for items in your booth space.

Payment: Payment for exhibitor's booth space must be received by VCI within 20 days of signing of agreement. Make check payable to VCI and include your current business card. All rates quoted and contracted are for cash payments. Credit card processing is available with a 3.5 % convenience fee for all transaction amounts processed.

Hours of Operation: Hours of show are Saturday, March 31st and Sunday, April 1st, 1p.m. - 5p.m. Exhibitor shall have their exhibit area completely assembled and ready to be viewed by guests no later than 12:00 p.m. on each day of the Show. Exhibitors shall staff their booth during all hours of the Show. Exhibitors shall not begin disassembling their exhibit area until 5:01 p.m. on the second day of the Show.

Interference Prohibited: Excessive noise, bothersome lighting or other use by exhibitor that interferes with the exhibition space used by other exhibitors is prohibited, as is the creation or maintenance by exhibitor of any dangerous or hazardous condition or situation. The aisles belong to the show. Neither exhibitor nor advertising material shall protrude into the aisles. Booth shall not exceed 8 feet in height without show coordinator's approval. No roaming for sales purposes is allowed outside of booth space.

Services Not Provided: The Show does not provide equipment, decoration, labor carpenters, storage for exhibit materials, special lighting, gas, water supply or other related services. Exhibitor must make all arrangements for these items, and exhibitor shall defend, indemnify and hold harmless the Show for any and all claims, losses, damages, injuries or other charges that may occur from such arrangements made by exhibitor.

Insurance Not Provided: Exhibitor acknowledges the Show provides no insurance covering exhibitor's property. It is exhibitor's sole responsibility to obtain interruption, property damage, personal injury, vandalism, theft and any other insurance it may need to cover any losses it may suffer at the Show. Exhibitor must provide VCI with proof of Comprehensive General Liability (CGL) insurance with this agreement, and must name the Show as an additional insured party.

Indemnification: Exhibitor shall defend, indemnify and hold harmless Seattle Convention and Visitors Bureau, the Show and their designated agents, employees and/or contractors, from and against any and all claims, losses, damages, injuries, penalties, governmental charges or fines in any amount arising out of or caused by exhibitor's use of the premises, the conduct of exhibitor's business or from any activity or work done, permitted or suffered by exhibitor in or around the premises, including but not limited to, the installation, operation, maintenance or removal of exhibits.

Assignment Prohibited: Exhibitor shall not assign any portion of its booth space to any individual, partnership, corporation, company, firm or entity, without the prior written consent of the Show.

AGREED:

Representative Signature

Date

Print Name

Title (print)