



**2012 PEBBLE BEACH RETROAUTO™  
EXHIBITOR APPLICATION  
AUGUST 16-19, 2012**

**APPLICATION DEADLINE IS FRIDAY, APRIL 27, 2012**

**YOUR COMPANY**

COMPANY NAME: \_\_\_\_\_

COMPANY CONTACT: \_\_\_\_\_

COMPANY ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_ SALES TAX LICENSE#: \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_

MERCHANDISE DESCRIPTION: \_\_\_\_\_

OTHER SHOWS YOU PARTICIPATE IN: \_\_\_\_\_

WEBSITE (IF NO WEBSITE IS AVAILABLE, PLEASE PROVIDE PHOTOGRAPHS OF YOUR PRODUCTS):  
\_\_\_\_\_

**YOUR FREE AD IN PEBBLE BEACH CONCOURS INSIDER MAGAZINE**

IF YOU ARE ACCEPTED AS A RETROAUTO VENDOR YOU WILL RECEIVE A COMPLEMENTARY 4-COLOR QUARTER-PAGE AD IN OUR *INSIDER MAGAZINE*. PLEASE SUBMIT YOUR GRAPHICS BY APRIL 15 FOR INCLUSION IN THE 2012 ISSUE.

ONLY VERTICAL NON-BLEED ADS CAN BE ACCEPTED. AD SIZE 4.125" WIDE X 5.125" TALL. PLEASE E-MAIL YOUR HI-RESOLUTION PDF FILE TO [KLEACH@PEBBLEBEACHCONCOURS.NET](mailto:kleach@pebblebeachconcours.net)

**PAYMENT INFORMATION**

PLEASE MAKE CHECKS PAYABLE TO PEBBLE BEACH CONCOURS D'ELEGANCE. BOOTH SPACE WILL NOT BE RESERVED UNTIL PAYMENT, CLEANING DEPOSIT, SIGNED EXHIBITOR AGREEMENT AND CERTIFICATE OF INSURANCE ARE RECEIVED.

CREDIT CARD INFORMATION: VISA       MASTERCARD       AMEX

NAME ON CARD: \_\_\_\_\_ EXPIRATION DATE: \_\_\_\_\_

CARD NUMBER: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

THE PEBBLE BEACH CONCOURS D'ELEGANCE RESERVES THE RIGHT TO REVIEW ALL ITEMS FOR SALE AND DETERMINE THEIR SUITABILITY TO THE 2012 PEBBLE BEACH RETROAUTO.

## YOUR EXHIBIT SPACE

**PLEASE CHOOSE A PACKAGE:** HARD WALLS ARE PROVIDED FOR ALL PACKAGES. STANDARD SPACES HAVE A FULL BACK WALL AND PARTIAL SIDE WALLS (SEE DIAGRAM ON P.3). CORNER SPACES HAVE FULL WALLS ONLY.

STANDARD SINGLE SPACE (10 FT X 10 FT) \_\_\_\_\_ \$2,000  
1 EIGHT FOOT LONG RECTANGULAR TABLE W/LINEN AND 2 FOLDING CHAIRS INCLUDED

STANDARD DOUBLE SPACE (10 FT X 20 FT) \_\_\_\_\_ \$3,800  
2 EIGHT FOOT LONG RECTANGULAR TABLE W/LINEN AND 4 FOLDING CHAIRS INCLUDED

CORNER SINGLE SPACE (10 FT X 10 FT) \_\_\_\_\_ \$2,500  
1 EIGHT FOOT LONG RECTANGULAR TABLE W/LINEN AND 2 FOLDING CHAIRS INCLUDED

VEHICLE DISPLAY FEE \_\_\_\_\_ \$1,500 (IN ADDITION TO EXHIBIT SPACE FEE)

### CLEANING DEPOSIT:

**\$150 DEPOSIT MUST BE INCLUDED WITH YOUR APPLICATION. IT WILL BE CREDITED WHEN EXIT PROCEDURES ARE COMPLETED.**

## ADDITIONAL NECESSITIES

### POWER SUPPLIED TO BOOTH:

500W 4OUTLETS @ \$175 \_\_\_\_\_ (\$225 IF ORDERED DURING SET-UP)

2000W @ \$275 \_\_\_\_\_ (\$325 IF ORDERED DURING SET-UP)  
PLEASE CONTACT SOLOMON AT DAVINCI FUSION REGARDING SET-UP REQUIREMENTS 415-864-1000

### LIGHTING FIXTURES:

WALL WASH SPOT BANK 3 LAMPS, 50W PER LAMP, APPROX. 3' X 3' COVERAGE

NUMBER OF BANKS \_\_\_\_\_ @ \$130 \_\_\_\_\_ (@ \$180 IF ORDERED DURING SET-UP)

PICTURE LIGHT, 75W, 4' WIDE COVERAGE

NUMBER OF LIGHTS \_\_\_\_\_ @ \$110 \_\_\_\_\_ (@ \$160 IF ORDERED DURING SET-UP)

### PHONE:

PHONE LINE SUPPLIED TO BOOTH \_\_\_\_\_ @ \$150 (\$250 IF ORDERED DURING SET-UP)

### TABLES AND CHAIRS:

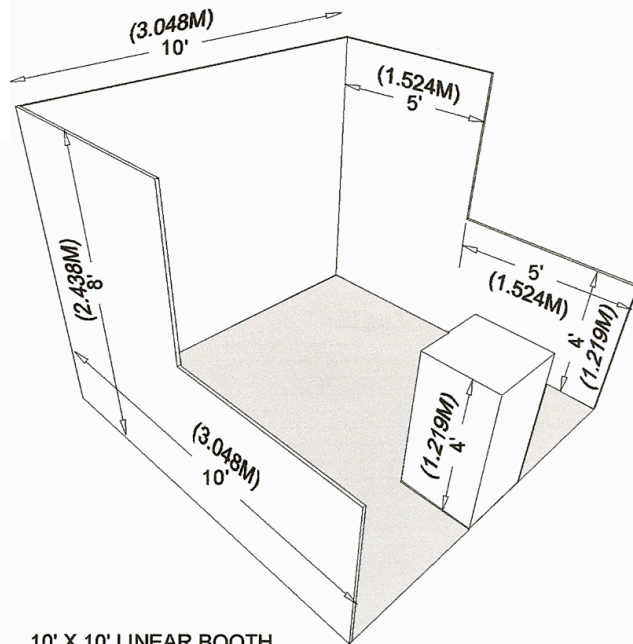
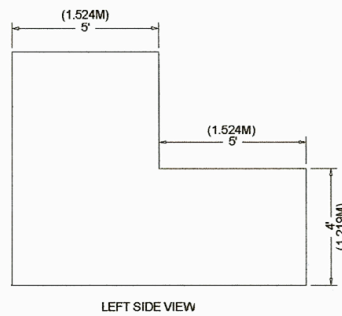
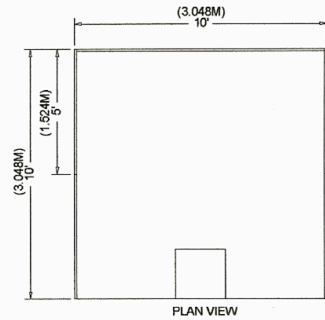
# OF ADDITIONAL 8 FT LONG TABLES \_\_\_\_\_ @ \$35 \_\_\_\_\_

# OF ADDITIONAL FOLDING CHAIRS \_\_\_\_\_ @ \$35 \_\_\_\_\_

**TOTAL FEE \$ \_\_\_\_\_**  
**(REMEMBER TO INCLUDE THE \$150 CLEANING DEPOSIT)**

# PEBBLE BEACH RETROAUTO

## WALL DIAGRAM



The side and back walls can support up to 40 pounds each. Anything suspended from the walls must be anchored from the top edge or taped with removable tape. Height restrictions are: 8' rear wall, 8' from the rear corner to the center of the sidewall, and 4' from the center of the side wall to the front edge. Please note the pedestal pictured in this diagram is not included with the booth furnishings.

## 2012 PEBBLE BEACH RETROAUTO™ EXHIBITOR AGREEMENT

Exhibitor desires to display the Merchandise on Pebble Beach Company (“PBC”) property, specifically in the designated space assigned to Exhibitor in the Pebble Beach RetroAuto Tent (the “Tent”) for a limited period of time; and whereas, PBC is willing to grant the right to display the Merchandise in accordance with the terms and conditions of this Agreement. In consideration of the recitals set forth above and for other good and valuable consideration, the parties agree as follows:

PBC agrees to allow Exhibitor to display and sell approved Merchandise on a non-exclusive basis in the Tent during the Pebble Beach Concours d’Elegance® held on August 16<sup>th</sup>–19<sup>th</sup>, 2012 (the “Event”). Exhibitor agrees that the placement of the Merchandise in the Tent and all related signage, advertisements, and materials must be approved in advance by PBC. Exhibitor may not refer to the Event or the space in the Tent in any advertising medium without the prior written consent of PBC. The Exhibitor will be permitted access to the Tent for setup beginning August 14, 2012 and must remove all Merchandise and restore Exhibitor’s display area and any other property impacted by Exhibitor to their pre-Event condition no later than August 20, 2012. Exhibitor will be solely responsible for the storage, operation, security, set up, warranties, and removal of the Merchandise from the Tent in accordance with PBC’s reasonable requirements and schedule.

**Indemnification:** Exhibitor agrees to indemnify, defend, and hold PBC, its employees, owners, partners, agents, successors, and assigns, harmless from and against any and all claims, damages, liabilities, suits, losses, government actions, judgments, and costs whatsoever arising out of (1) any claim or action for injury, death, property damage, or otherwise, suffered by guests, employees, or others at the Event to the extent caused by Exhibitor, its employees and agents; the Merchandise; display of the Merchandise; or otherwise arising out of this Agreement or Exhibitor’s use of PBC’s property; (2) any damage, destruction or theft done to the Merchandise; (3) any violation by Exhibitor of federal, state, or local rules and regulations governing the Event or the Tent, including violation of the Fire Code; or (4) any breach of this Agreement by Exhibitor. This obligation shall continue beyond the termination or expiration of this Agreement.

**Insurance:** Exhibitor shall acquire and maintain, at sole cost and expense, comprehensive general liability insurance, product liability, advertising liability, and contractual liability (“Exhibitor Insurance”) underwritten by an insurance company acceptable to PBC. This insurance coverage shall provide protection of no less than One Million Dollars (\$1,000,000.00) combined single limit for personal injury and property damage (on a per occurrence basis) and shall include PBC as an additional insured. Additionally, Exhibitor shall acquire and maintain at its sole cost and expense such other insurance coverage as PBC may reasonably require to cover its conduct related to the Event, and all activities reasonably connected with the Event and this Agreement. A certificate of insurance must be provided with this application.

**Cleaning Deposit:** Exhibitor agrees to pay a cleaning deposit of One Hundred and Fifty Dollars (\$150.00). The cleaning deposit will be refunded if linens are returned and Exhibitor’s booth space is returned in the same condition as existed prior to the Event, without any garbage or damage to the Tent walls, floor, carpet, or exhibition area.

**Cancellation:** Between the date this Agreement is signed and June 1, 2012, Exhibitor may cancel this Agreement and be assessed only an advertising fee of \$900.00. If the cancellation occurs between June 2, 2012 and June 18, 2012, Exhibitor will be assessed a cancellation fee in an amount equal to fifty percent (75%) of the total fees due and payable from Exhibitor for the booth space (excluding the cleaning deposit). If the cancellation occurs on or after June 18, 2012, Exhibitor will be assessed a cancellation fee in an amount equal to one hundred percent (100%) of the total fees due and payable from Exhibitor for the booth space.

If Exhibitor agrees to the terms of this Agreement, please have the appropriate representative sign and return this Agreement to Pebble Beach Concours d’Elegance®, 200 Clock Tower Place, Suite 205A, Carmel, CA 93922 by April 27, 2012 along with a check payable to Pebble Beach Concours d’Elegance®. Space in the Tent is limited and will not be reserved for Exhibitor until payment in full is received. Space assignments within the tent are at the sole discretion of PBC.

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Authorized Representative, Exhibitor

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Print Name

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Date