



October 12 – 14, 2018 – Charleston Civic Center – Charleston, WV

Exhibitor Setup Thursday Oct. 11 10a-7p/Friday Oct. 12 8a-2p

Exhibitor Application:

Return pages 1 & 2 to Bullseye Expo C/O Kevin Murphy – PO Box 376 – Wheelersburg, OH 45694

Company Name: _____ Contact Name & Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____ Country: _____

Phone: _____ Email: _____ Website: _____

Products/Services Exhibiting: _____

1. Are you interested in hosting an on topic lecture, presentation, class, or how-to? Yes: _____ No: _____
 - a. If yes please give a brief description: _____
 - b. Discounted booth pricing for speakers/presenters: call or email for info.
2. Would you like to be added to our email distribution? Yes: _____ No: _____
3. Do you plan to display a vehicle, boat, atv, etc? Yes: _____ No: _____ (if yes, special rules apply)
4. Would you be willing to donate a giveaway item? Yes: _____ No: _____
 - a. If yes, describe item: _____

Enclose Check or Money Order payable to Kevin Murphy – Bullseye Preparedness & Outdoors Expo

Space is limited; reserve your spot now!

\$50.00 non-refundable deposit with balance due April 1, 2018

Authorized Signature:

By signing this contract and submitting payment, I acknowledge reading and fully understanding all terms and conditions governed by Bullseye Preparedness & Outdoors Expo including, but not limited to, those available at www.bullseyexpo.com which are part of this contract. I agree to abide by all these terms and conditions and acknowledge that acceptance of this by Bullseye Preparedness & Outdoors Expo constitutes a legally binding contract. By signing this form, I agree to receive communications from the Bullseye Preparedness & Outdoors Expo and its agents.

Signature: _____ Date: _____



Event Location: Charleston Civic Center – 200 Civic Center Drive – Charleston, WV 25301

Show Dates: October 12-14, 2018 (Friday 2p-8p, Saturday 10a-7p, Sunday 10a-4p)

Description	Price	Quantity	Sub-Total
10'x10' Primary Exhibitor Booth (pipe & drape)	\$250.00		
Additional 10'x10' inline booth space	\$150.00		
10'x10'x Non-Selling Booth (media/club/assoc.)	\$150.00		
Electric to booth (120v 0-2000watts – 20amps)	\$30.00		
¼ Page Ad in Expo Program (you provide)	\$50.00		
½ Page Ad in Expo Program (you provide)	\$75.00		
Full Page Ad in Expo Program (you provide)	\$100.00		
		Grand Total:	
	\$50 Deposit (paid today)		
	Balance due April 1, 2018		
For Sponsorship Packages Please Visit www.bullseyexpo.com	Send Check or Money Order Payable to Bullseye Preparedness & Outdoors Expo C/O Kevin Murphy PO Box 376 - Wheelersburg, OH 45694		
	<p style="text-align: center;">Space is limited; reserve your spot now! \$50.00 non-refundable deposit with balance due April 1, 2018</p>		

Dryage options are available – call or email for details.

Complimentary Exhibitor Package Benefits

- Exhibitor passes for 2 active booth staff for the duration of the event
- Posts from our social media accounts tagging your business pages and websites (shares and retweets of your posts as well) at no additional cost.
- Inclusion on the vendor layout.
- Inclusion on the Bullseye Expo Website with logo & direct links to your website/facebook/twitter etc.
- Select discounts on lodging (available through our website) at no additional cost.
- Speaking/Presentation Opportunities for exhibitors (discounted rates for presenters/speakers (on a first come basis)

Bullseye Preparedness & Outdoors Expo

Bullseye Preparedness & Outdoors Expo is not a gun show; but.....

Note about Firearms: Firearms are acceptable for display but the sale of firearms is prohibited at the Charleston Civic Center.

Firearms displayed must be removed from the building at the end of each exhibition day.
Booths with Firearms on display must be staffed during show hours.

Exhibitor Agreement - Rules & Regulations

By completing, signing, and submitting payment with the included Exhibitor Application the exhibitor understands and agrees to comply entirely with the following:

1. Potential exhibitors will not be considered “Authorized to Exhibit” until a completed and signed application is on file with Bullseye Preparedness & Outdoors Expo; and payment has been made in full. (Booth locations will not be assigned or held until full payment has been received).
2. Exhibitors and their representatives will abide by all ordinances, rules, laws and regulations including those of fire, police, county, city, state, federal and/or any other governing body having regulatory authority.
 - a. The Exhibitor agrees to obtain, at its own expense, any licenses or permits which are required for the operation of its trade or business during the term of the Show and to pay all taxes, including all applicable sales taxes, of any nature or kind that may be levied against it as a result of the operation of its trade or business in its contracted space.
3. Exhibitors agree and understand that subletting is not permitted, period.
4. Exhibitors agree to use exhibition space allotted for only the stated purposes in which their exhibitor applications were approved.
5. Exhibitors will not deface convention center property by nailing or attaching any items to the walls, fixtures, doors, windows, rafters, supports, columns, or any other object fixed or movable.
6. Exhibitors agree to use only fireproofed or acceptable fire retardant materials in its exhibit booth design.
7. Exhibitors agree to honor all requests made by Bullseye Preparedness and Outdoors Expo in the event of a problem whereby management believes exhibitors actions impede on the atmosphere of the Expo or infringe on the rights of other Exhibitors. This includes but is not limited to: excessive noises, methods of attracting attention to an exhibit, loud speakers, ads, music, questionable or distasteful photos or any other items that management believes downgrades the expo or adversely affects other exhibitors.
8. Exhibitors agree to:
 - i. Keep all isles clear, Keep all booths tidy and free from clutter
 - ii. Refrain from overly aggressive sales tactics
 - iii. Limit booth staff on-site
 - iv. Keep within the confines of allotted booth space as contracted
 - v. Keep all boxed goods not on display out of sight (I.E. under draped tables)
 - vi. Exhibit only products/services which it manufactures, represents or distributes which best fit within our buyer’s product mix. To display products or services in a tasteful manner, so as to describe and depict the advantages of using such products or services.
9. Exhibitors agree to keep signage no higher than 8 feet (or level to pipe and drape; whichever is lower).
 - i. Signs must not interfere with other exhibitors
 - ii. Signs must be professionally produced
 - a. Small table top signage may be handwritten

10. Exhibitors agree that if audio presentations are utilized within their booth space that the noise be muffled as not to interfere with surrounding exhibitors.
11. Exhibitors and their agents agree to clearly display identification provided by Bullseye Preparedness & Outdoors Expo upon entry into the facility and ensure that such identification remains in place until they have left the venue for the day.
12. Exhibit space is assigned on a first-come, first-served basis. Bullseye Preparedness & Outdoors Expo shall assign the exhibit space for the current Bullseye Preparedness & Outdoors Expo only and does not imply that the same or similar space will be held or offered for future shows. Bullseye Preparedness & Outdoors Expo reserves the right to determine the eligibility of any company or product for inclusion in the trade show.
13. PROMOTIONAL BANNERS Placement of banners outside of their booth is prohibited. The only banners that are allowed in high traffic areas are those that have paid for placement.
14. EVENT PHOTOGRAPHY AND VIDEOGRAPHY By Registering for the Bullseye Preparedness & Outdoors Expo, I hereby consent to being photographed and/or videoed at the event and consent to those pictures being used by show management for future advertising or publication in any manner.

Liability & Insurance

Exhibitor, at its own expense, shall maintain a comprehensive general liability, all risk property insurance policy with limits of at least \$1,000,000 per occurrence for the period covering the Expo dates including move in and tear down. Bullseye Preparedness and Outdoors Expo shall be named as additional insured against any and all claims associated with the Expo. Exhibitor further waves any claim against Bullseye Preparedness & Outdoors Expo and agrees to hold harmless Bullseye Preparedness & Outdoors Expo for loss or damages of any kind whatsoever and Bullseye Preparedness & Outdoors Expo shall not be responsible for theft or damage of or to Exhibitors property. Bullseye Preparedness & Outdoors Expo's liability for personal injury shall be limited to the extent of its insurance coverage covering the same. Exhibitor hereby waives all claims against Bullseye Preparedness & Outdoors Expo for any amount in excess thereof.

Security

Bullseye Preparedness & Outdoors Expo will provide security for the expo as it deems reasonable and necessary and will exercise reasonable care for the protection of exhibitor's property but will in no way be held responsible for any loss whatsoever on behalf of the exhibitor. Doors will remain locked and premises security system will remain armed during hours when the expo is closed and not open to the public.

Termination or Cancellation by Exhibitor

A) In the event that the Exhibitor violates or breaches any other terms or conditions of this license agreement, all payments made by the Exhibitor and all amounts due to Bullseye Preparedness & Outdoors Expo shall be deemed earned by Bullseye Preparedness & Outdoors Expo and all deposits received shall be non-refundable and non-transferable. In the event of any violation or breach of the terms and conditions of this license agreement Bullseye Preparedness & Outdoors Expo shall have the right to immediately occupy the space of the violating and/or breaching Exhibitor and to utilize it in any manner Bullseye Preparedness & Outdoors Expo deems appropriate including, but not limited to, re-licensing its use to another Exhibitor. The Exhibitor shall not be entitled to any offset or mitigation of the amount due under this license agreement as a result of the use of or payment for the space by another exhibitor in the Show.

B) In lieu of a refund, full credit in the amount paid in advance will be applied for identical accommodations at a future Bullseye Preparedness & Outdoors Expo for cancellation requests received after July 1, 2018

Force Majeure

In the event that the facility or any portion thereof in which the expo is to be held is destroyed or is rendered unavailable for the expo due to any and all reasons or judgments made beyond the control of Bullseye Preparedness & Outdoors Expo such as but not limited to; emergency situations of all types, fire, flood, war, earthquake, weather, acts of God or man, casualty, explosion, lightning, manmade disturbances, civil unrest etc. Bullseye Preparedness & Outdoors Expo shall not be held responsible for any exhibitors losses of any type including but not limited to loss of business or profits, damages, expenses etc and this contract shall be considered non-binding

Indemnification

Exhibitor agrees to indemnify and hold harmless Bullseye Preparedness & Outdoors Expo and the venue facility, their agents, managers, officers, directors, employees, volunteers, contractors, etc against any and all losses whatsoever in nature including all legal fees.

Special Rights

Bullseye Preparedness & Outdoors Expo reserves the sole, exclusive and undisputable right to:

- i) Determine who exhibits in its expo
- ii) Modify, change or reconfigure the layout of the show as necessary
- iii) Assign or reassign exhibit space so as to separate competitors or for any reasons Bullseye Preparedness & Outdoors Expo may deem necessary, in the event we have to reassign your space we will offer you an equal or better space as compensation
- iv) Determine what is offensive and or disruptive to other exhibitors or attendees
- v) Modify, add or change rules and regulations governing the Expo. In that event, written notice of changes will be provided to exhibitor
- vi) Cancel or alter the show in any manner including its location, hours and dates due to an event beyond its control as addressed under force majeure herein without any liability or recourse whatsoever against Bullseye Preparedness & Outdoors Expo, the facility, provider or their respective owners, members, managers, staff, personnel, agents, etc
- vii) Bullseye Preparedness & Outdoors Expo shall have the sole and exclusive authority to interpret and enforce all rules and regulations contained herein
- viii) Any issues, disputes or matters not expressly covered by this agreement or Bullseye Preparedness & Outdoors Expo – Expo Agreement, Rules and Regulations shall be determined and resolved by Bullseye Preparedness & Outdoors Expo at its sole discretion

Entire Agreement

Other than the covenants made herein, there are no further verbal agreements between Bullseye Preparedness & Outdoors Expo and exhibitors. No Alterations or changes in may be made unless agreed to in writing by both parties. This agreement shall be deemed the sole, exclusive and legally binding agreement between Bullseye Preparedness & Outdoors Expo and the exhibitor.

A word about social media:

Social media participation plays an important role in the overall promotion of any event in which the general public is invited. Bullseye Preparedness & Outdoors Expo will be promoting vendors and exhibitors in all social media venues in which it participates.

- Please like and share our posts with your followers
- Please create your own posts notifying your followers of the event and your own participation, encouraging likes and shares
- Support your fellow exhibitors by liking and sharing their pages and posts

www.bullseyexpo.com www.facebook.com/bullseyexpo www.twitter.com/bullseyexpo

Why Exhibit at Bullseye Preparedness & Outdoors Expo?

- Present your products face to face
- Direct interaction with your target demographic
- Practice your sales pitch
- Explore pricing points
- Network: new products – services – relationships – avenues for expansion
- Generate Leads
- Feedback – likes & dislikes
- Development
- Move idle inventory
- Generate Cash Flow
- Build your brand – increase awareness
- Survey Market Awareness
- Generate publicity
- Launch new products
- Keep up with industry trends
- Build a database
- Gain experience
- Efficient use of time
- Focused & isolated Sales leads

Few marketing methods result in a measurable return on investment. Interactions, booth visits, participation, contacts, leads, sales and networking are all measurable results.

3 stages of a sale: Attention – Interest - Desire

Consumers want: answers – solutions – resolutions – feelings – opportunity - benefits

Your booth is an investment; view it as such.

2 or more booths increases exposure time – allows more opportunity to grab their attention; invite them in!

Invite attendees into your booth – Greet them – Grab their attention/interest – Setup Early – Relax before opening to the public

Make a plan: Know yourself – your products – your customers

Have an elevator pitch: you have 15 seconds or less to break through.

Develop a budget: Fees to exhibit – promo items/giveaway – staff – display/banner

Set Goals: # of sales – referrals – get feedback – follow up!

Set aside time after the show to follow up!

Do	Don't
<ul style="list-style-type: none">• Offer Expo Exclusive pricing!• Acknowledge every attendee; tell them who you are• Make eye contact, use new signs• Ask smart questions, assume they are your biggest customer• Adapt your pitch to whom you are speaking• Always have something in your hand• Deliver a memorable departure, stand out!• Make personal connections• Be persistent, be positive: attitude is everything!• Network with other vendors	<ul style="list-style-type: none">• Make them wait or ignore them• Play on your phone or mobile device all day• Sit down, hide your identity• Waste time or make them guess• Leave early, be bashful or obnoxious• Interrupt or disrupt others• Make them beg for information or attention• Blend in.....

Promote your participation with media, on social media, with your email lists, etc!

DEMONSTRATIONS · PRESENTATIONS · PRIZES · GIVEAWAYS · VENDORS · EXHIBITORS



BB | **BULLSEYE**
PREPAREDNESS & OUTDOORS EXPO

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