



***2005 Beach Vacation Expo
February 19, 2005
HealthSouth Conference Center***

Exhibit Prospectus

See inside for complete details on exhibits and Exhibit Information or register online at www.beachvacationexpo.com

Exhibit Information

Exhibit Space Reservation deadline is January 5, 2005.

There is an initial booth space fee of \$1000 (\$750 for Resort Guide Advertisers) as indicated on the exhibit contract.

This fee includes:

- One 10' x 10' booth space, draped
- One 7" x 44" booth identification sign
- Listing in Beach Vacation Expo Exhibit Directory
- Listing on Beach Vacation Expo's Web site: www.beachvacationexpo.com
- Standard electrical connections

T1 Internet Connectivity available - \$25/computer

WIFI Connection is available - \$25/computer but limited to first 36 applications.

EXHIBITOR REGISTRATION

The enclosed Designated Exhibitor registration form **MUST** be completed and returned to Beach Vacation Expo no later than January 5, 2004 in order to receive the complimentary registrations (four per booth).

EXHIBIT SCHEDULE

Friday,

6:30 p.m. - 8:00 p.m.Opening reception

Saturday,

6:00 am - 8:30 am.....Exhibit Setup

9:00 am - 4:00 pmBeach Vacation Expo

4:00 pm - 6:30 pm..... Exhibit teardown

Exhibitor General Information

Admittance to the Exhibit Area

Exhibitors will pick-up badges at the Exhibitor's Reception or at the HealthSouth Conference Center during set up. Badges are required during official move-in hours and during official registration hours. Company identification is to be presented at the time badges are handed out. Official Beach Vacation Expo badges and function tickets will be required for admission.

Booth Assignment and Sublease

Beach Vacation Expo will strive to fulfill all space requests. In the event that the exhibitor's preferences are unavailable, Beach Vacation Expo reserves the right to assign an alternate space. Confirmation of specific space will be made once all exhibit requests have been received and in the order that Beach Vacation Expo receives paid contracts. The exhibitor shall not sublet

booth or any equipment provided by Beach Vacation Expo, nor shall exhibitor assign this lease in whole or in part. Payment must be received before booth space is confirmed.

Cancellation

Beach Vacation Expo reserves the right to cancel this contract if, in its opinion, the previous conditions are not observed or if payment in full is not received at the time the exhibit space contract is submitted. If, for causes beyond the control of Beach Vacation Expo, it is unable to comply with the terms of this contract and deliver the space allotted hereunder, this contract shall be considered terminated and any payments made by the exhibitor shall be refunded, less expenses incurred by BVE.

Security Tips for Exhibitors

The HealthSouth Conference Center will provide guard service for the perimeter of the show and access to the exhibit hall during the Expo. Exhibitors and approved installation/dismantling team will only be allowed on the show floor during official installation and dismantling hours WITH APPROPRIATE BADGE REQUIRED. Loss or damage to Exhibitor property remains the sole responsibility of the Exhibitor at all times. We recommend that exhibitors carry the appropriate insurance coverage and store excess supplies and merchandise or in a facility outside the hall. During teardown, stay with your exhibit until your empty cartons are delivered and your goods are packed, sealed, and properly labeled. Any shipments are the sole responsibility of the exhibitor.

Printed Material Distribution

Resorts and Rental Management Company Exhibitors may distribute any literature and/or publications promoting their own rental offerings. No exhibitor may distribute literature featuring rental offerings of resorts or management companies who are not registered exhibitors unless such publication has been approved by BVE prior to the expo.

Responsibility for Loss or Damage

The exhibitor assumes all responsibility for damage caused by the exhibit or the exhibiting company to the person, property, or rights of other parties including injury to floors, walls, decorations or equipment of the **Exhibit Hall** or exhibit contractor.

Food & Beverage

Food & Beverage may be dispensed from exhibitor's booth within the following guidelines: exhibitors must submit request for approval from BVE by February 12, 2005. Exhibitors must provide all attendees the opportunity to sample. No alcoholic beverages may be served in booth. Any food & beverage distributed by exhibitors must be arranged through the HealthSouth Conference Center after obtaining Beach Vacation Expo approval.

Shipping, Labor, Furniture Rental, and Other Services

Shepard Exhibition Services, the official show contractor and decorator, will supply the exhibitor with order forms for drayage, furniture rental, installation and dismantling labor, and various other services. All materials must be shipped to Shepard Exhibition Services. 2101 Richard Arrington Jr Blvd, Birmingham, AL 35203, 205-458-8457

Shipments will not be accepted by the HealthSouth Conference Center. Materials should be labeled as follows:

Hold For: Beach Vacation Expo

Exhibiting Company Name

Booth #

Use of an Outside Contractor

Exhibitors must notify Beach Vacation Expo no later than February 12, 2005 of their intent to use an outside contractor.

Displays, Materials and Props

Display booths over 8' in height (both linear and island booths) and more than five (5) feet in depth are prohibited. Any signage or items exceeding this height will be removed at Exhibitor's expense. No interference with the light or view of other exhibitors will be permitted. Show management will set reasonable limits on sound system levels throughout the event. Exhibitors may be required to discontinue usage of sound systems that exceed acceptable levels as noted by floor management. Exhibitors are responsible to adhere to local regulations involving fire, safety and business issues as required by permit or statute. Requests for approval for costumed booth personnel or to use entertainment of any kind must be submitted in writing (fax 205-397-3605 or e-mail to exhibitors@BeachVacationExpo.com) and received by Beach Vacation Expo before February 12, 2005. Promotional activities are limited to the confines of space assigned by Beach Vacation Expo and these activities may not obstruct the aisles, general areas or spaces assigned to others.