

*We cordially invite you to exhibit*



# KANSAS CITY GOLF SHOW

***Overland Park Convention Center***

Overland Park, Kansas

**February 23-25, 2024**

**8,500 Golf Enthusiasts  
expected to attend**

***Show Owner***



**VARSITY**  
COMMUNICATIONS

To secure exhibit space, fax the completed registration to 888-273-1763.



The undersigned company does hereby agree to participate as an exhibitor at the *Kansas City Golf Show* being held at the Overland Park Convention Center, Overland Park, KS on February 23-25, 2024. The *Kansas City Golf Show* is owned and produced by Varsity Communications Inc. This will be a binding contract when accepted by the *Kansas City Golf Show* and invoices for the 2024 Show will be mailed immediately.

Please complete this form and return to Varsity Communications Inc, 2128 Sahalee Drive East, Sammamish, WA 98074:  
Attention: Finance Department, **make check payable to Varsity Communications Inc.**

**RATES: (PLEASE CHECK APPROPRIATE BOOTH SIZE AND ADDITIONAL OPTIONS) TAKE ADVANTAGE OF OUR EARLY BIRD RATE!**

\_\_\_\_\_ **10' x 10' booth, \$1375, if received by 10-15-23**, \$1475 if received between 10-16-23 and 11-30-23, \$1575 after 12-1-23.

\_\_\_\_\_ **10' x 10' booth, (\*Special discounted rate of \$1275 each year for a two-year commitment to the Kansas City Golf Show in 2024 and 2025 if received by 10-15-23.** \$1375 if received between 10-16-23 and 11-30-23, \$1475 after 12-1-23).

\_\_\_\_\_ **10' x 20' booth, \$2395, if received by 10-15-23**, \$2495 if received between 10-16-23 and 11-30-23, \$2595 after 12-1-23.

\_\_\_\_\_ **10' x 20' booth, (\*Special discounted rate of \$2225 each year for a two-year commitment to the Kansas City Golf Show in 2023 and 2024 if received by 10-15-23.** \$2325 if received between 10-16-23 and 11-30-23. \$2455 after 12-1-23).

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**CALL FOR BULK SPACE RATES FOR SIZES 10' X 30' OR LARGER. FILL OUT RATES BELOW.**

\_\_\_\_\_ 'x \_\_\_\_\_ ' booth, \$ \_\_\_\_\_ .00    \_\_\_ one-year    \_\_\_ two-year.

\_\_\_\_\_ Corner booth requests are an additional \$175.00.

\_\_\_\_\_ Kansas UBI Number (must be included)     No Kansas UBI Number (check box)

Selling from your booth or display area? Yes    \_\_\_ No    \_\_\_ (The *Show* retains rights to approve all retail activity).

\_\_\_\_\_ **EBLAST/SOCIAL MEDIA PROMOTION includes one dedicated E-Blast to 12,000 attendees and two Facebook promotions (3,675+ likes). \$600 FEE. GOLF-RELATED BUSINESSES ONLY, LIMITED QUANTITY AVAILABLE. MUST BE APPROVED.**

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

CONTACT NAME/TITLE: \_\_\_\_\_

CONTACT ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

EMAIL: \_\_\_\_\_ WEB ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

PRODUCT/SERVICE DESCRIPTION: \_\_\_\_\_

BOOTH SIGN TO READ (if different than company name): \_\_\_\_\_

1. **Booth Space:** Exhibitor subscribes for booth space at the Kansas City Golf Show, to be held at the Overland Park Convention Center, Overland Park, KS on February 23-25, 2024. The Kansas City Golf Show reserves the right to reject any applicant or exhibitor. The Kansas City Golf Show reserves the right to assign, designate, or change your booth location. **Pop-up tent displays are not guaranteed and must be approved by show management.**

2. **Payment:** Exhibitor will be invoiced upon receipt of contract with payment due net 30 days. Payment is due net upon receipt after January 1, 2024. Payment in full for exhibitor's booth space is required prior to show check-in time. All rates quoted and contracted are for cash payments. Credit card processing is available with a 3.5% convenience fee.

3. **Hours of Operation:** Hours of show are Friday, 11 a.m. - 5 p.m.; Saturday, 10 a.m. - 5 p.m.; and Sunday, 10 a.m. - 4 p.m. Show hours are subject to change. Exhibitor shall have its exhibit(s) completely assembled and ready to be viewed by guests no later than 11 a.m. on Friday, February 23, 2024. Exhibitor shall staff its booth during all hours of the Kansas City Golf Show. Exhibitor shall not begin disassembling its exhibit(s) until 4:01 p.m. Sunday, February 25, 2024.

4. **Interference Prohibited:** Excessive noise, bothersome lighting or other use by exhibitor which 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 (back wall) and 4 feet (side walls) in height without show management approval. Exhibitor business activities must be contained within the booth space purchased. The show owner must approve "Roaming" in writing 30 days prior to the Show.

5. **Services Not Provided:** The Kansas City Golf 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 Kansas City Golf Show for any and all claims, losses, damages, injuries or other charges, which may occur from such arrangements made by Exhibitor.

6. **Overnight Security:** The Overland Park Convention Center is a closed facility and access will not be allowed without Show management present. The Kansas City Golf Show shall not be responsible for any losses an exhibitor may suffer.

7. **Insurance Not Provided:** Exhibitor acknowledges the Event 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 Event. Exhibitor must provide Varsity Communications with proof of Comprehensive General Liability (CGL) insurance two weeks prior to the event, and must name Varsity Communications Inc. as an additional insured. By checking this box, Exhibitor agrees that they have Comprehensive General Liability (CGL) insurance and will provide a certificate naming Varsity Communications Inc. as an additional insured.

Yes, I agree. (please check)

8. **Indemnification:** Exhibitor shall defend, indemnify and hold harmless Varsity Communications Inc., Kansas City Golf 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.

9. **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 Kansas City Golf Show.

10. **Cancellation Policy:** If Exhibitor is not able to attend the Kansas City Golf Show, Exhibitor is financially and contractually responsible for payment of fees (paid and unpaid balances) on the following schedule.

a. **75 day:** If written cancellation is received 75 days prior to show opening, exhibitor is responsible for 50% of booth fee.

b. **45 day:** If written cancellation is received 45 days prior to show opening, exhibitor is responsible for 75% of booth fee.

c. **Less than 45 days:** If Exhibitor cancels within 45 days of show opening, exhibitor is responsible for 100% of booth fee.

11. **Governing Law, Consent to Jurisdiction, and Venue.** This Agreement shall be interpreted and enforced according to the laws of the State of Washington. The Parties to this Agreement hereby stipulate that the exclusive venue for any proceeding to interpret or enforce the terms of this Agreement shall be in King County, Washington District Court, Superior Court, or the United States Federal Court for the Western District of Washington located in Seattle, Washington.

**AGREED BY:**

\_\_\_\_\_  
Representative Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title (Print)