

**Flavors of Africa**



[www.flavorsofafrica.com](http://www.flavorsofafrica.com)

hosted by



**NON-FOOD  
VENDORS  
PACKAGE**

Thank you for your interest in Flavors of Africa.

**DATES**

Friday, July 11, 2008  
Saturday July 12, 2008  
Sunday, July 13, 2008

**TIMES**

8:00 am – 7:00 pm (Show times 10am-7pm)  
8:00 am – 7:00 pm (Show times 10am-7pm)  
8:00 am – 7:00 pm (Show times 10am-7pm)

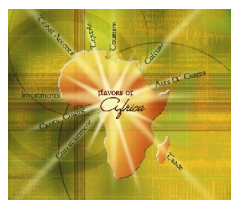
Please fill out your application completely so that we are prepared to meet your needs and requirements. We want to feature unique products and may not accept an application if another exhibitor has been accepted. Notices will be mailed once *all* the following are satisfied:  
(1) Application is accepted (2) contract signed and (3) full payment is made.

You may email or call us if you have any questions during this process. Please submit these:

- \_\_\_ **PLEASE INCLUDE A COMPLETE APPLICATION (all pages) with SIGNED TERMS, initial pages with no signature space.**
- \_\_\_ **PLEASE INCLUDE A PICTURE OF YOUR OPERATION.**  
**IF YOUR APPLICATION IS NOT COMPLETE WITH A PICTURE YOU WILL NOT BE CONSIDERED. (Photos can be emailed to [exhibitor@flavorsofafrica.com](mailto:exhibitor@flavorsofafrica.com))**

**Please fill in the following information completely**

Business Name	
Website URL	
Contact	
Address	
City, State, Zip	
Phone Number	
Fax Number	
Cell Phone	
Email Address	
Tax I.D. Number	



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This page is for you to calculate the costs of participation in the event. Do not hesitate to email us if you have any questions. **Do not fax or mail this page.** Keep it for your records.

**BOOTH INFO & FEES**

*One sign with your company name , Pipe and drape, One 6 foot table , Two chairs , One wastebasket and Web listing in Exhibitor's Directory.*

DESCRIPTION	NUMBER	COST	TOTAL
10 x 10	\$1,200.00		
10 x 20	\$2,100.00		
Electrical See Chart			
<b>Internet Access, phone line for credit card processing</b>		Contact us for pricing	
<b>Total Due</b>			

**HOTEL & BOOTH PACKAGE**

	Booth	Hotel	Booth & Hotel	Savings
One Person	\$1,200	\$79 plus tax (3days=\$237 plus tax)	\$1,200 + \$216	\$21
Two People sharing	\$1,200	\$79 plus tax (3days=\$237 plus tax)	\$1,200 + \$216	\$708

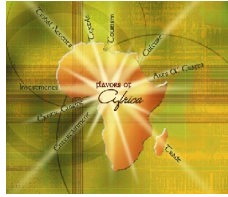
**ELECTRIC FEES** Please specify the type of equipment and type of plugs you will be using, bring them.

SERVICE	20 amps	Up to 40 amps	Up to 60 amps	Up to 100 amps
110 volt	\$20	\$45.00	\$60.00	\$75.00
208/220 volt	Remember you must bring your own plugs	\$100.00	\$125.00	\$150.00
240 volt		\$100.00	\$125.00	\$150.00

**OTHER COSTS AND INFORMATION**

DESCRIPTION	ADDITIONAL INFORMATION
Parking Passes	None needed - Free Parking
Clean up Fee	\$50 per day if area is left dirty
Exhibitor Badges	Two (2)
Exhibitor Pre-show party	July 10, 2008
Cancellation Fee	\$100 administration fee deducted from amount paid.
No Refund Date	May 1, 2008

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Flavors of Africa is a family-oriented event. We retain all control over items to be sold at the event. All artists and exhibitors must be very specific regarding items to be sold. Absolutely no alcohol, tobacco or paraphernalia related products may be sold. If these are found, you will be immediately removed from the festival and all monies will be forfeited. No explanations necessary.

Please state how your booth will be used:

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**Booth Preference**

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_

**Read the exhibitor's term and sign it prior to making a deposit.** 40% deposit of the total booth cost must be submitted with completed contract to hold space. Booth is *not confirmed* until 100% is paid and Exhibitor's terms signed and received.

I agree to abide by the Flavors of Africa Terms and Conditions.

Signature/Title: \_\_\_\_\_ Date: \_\_\_\_\_

**Payment Method:**

\_\_\_\_ MasterCard    \_\_\_\_ Visa    \_\_\_\_ American Express    \_\_\_\_ Discover    3-Digit PIN \_\_\_\_\_

Credit Card \_\_\_\_\_ Expiration Date \_\_\_\_\_

Authorized Signer \_\_\_\_\_

Western Union # \_\_\_\_\_

\_\_\_\_ Check (from a U.S. bank)/Money Order    Check #. \_\_\_\_\_    Routing #: \_\_\_\_\_  
(Please make checks or Money Orders payable to "Sheba Foods")

Checking ACCT. #: \_\_\_\_\_    Special Instructions:

## FLAVORS OF AFRICA NON-FOOD EXHIBITOR'S TERMS

1. **IROK:** IROK Solutions, Inc. dba Sheba Foods ("IROK")  
5295 Highway 78, D110, Stone Mountain, GA 30087 1+404.477.3200  
w w.flavorsofafrica.com
2. **VENUE:** Cobb Galleria, Atlanta, Georgia (Herein called "Show")
3. **EXHIBITION TIMETABLE:** All exhibits must be open for business during exhibit hours. No dismantling or packing may be started before the show closes on Sunday. Cooperation on this point from all Exhibitors is earnestly requested. The Exhibitor has an obligation to attendees to see that these terms are not violated. The Exhibitor will not be permitted to dismantle their exhibit(s) or do any packing prior to the official closing hour of the show (Sunday, 7:00 pm).
4. **ERRORS:** Organizer is not responsible for any errors, omissions, typos, misspellings, etc., in any show publications, advertising, or in any Show electronic media.
5. **ALLOCATION OF SPACE:** No Exhibitor shall change or add to the products and/or services to be displayed without the written consent of IROK. Any booth, which in the opinion of IROK, is inappropriate, is subject to being altered to comply with IROK requirements at the expense of the Exhibitor. No Exhibitor may sublet or share his allocated area with any other person, company or organization without the permission of IROK. Any Exhibitor wishing to share their booth with any groups other than divisions of their own company must apply in writing to IROK with full details of the sharing company. If the exhibitor decides to cancel by written notice, Show Management has the right to retain all amounts paid by exhibitor based on the schedule of payments of the application & contract for booth space. Deposits and/or payments may be non-refundable. IROK reserves the right in the event of unavoidable circumstances to change the layout of the exhibition, or any part thereof without liability to the Exhibitor. Any Exhibitor affected by any possible change will be notified.
6. **EXHIBIT AREA:** All aisles and entrance doors will be under the control of IROK. Merchandise, displays, signs or other property of the Exhibitor may not extend into the aisles to obstruct the view of other spaces or aisles. The Exhibitor and their agents, employees or other representatives may not sell merchandise, give souvenirs or hand out any other literature of any kind anywhere other than in their own exhibit space. IROK reserves the right, in its sole discretion to (1) determine the eligibility of Exhibitors and exhibits for the show, (2) reject or prohibit exhibits or exhibitors which IROK considers objectionable, and (3) relocate exhibitors or exhibits when in IROK's opinion such moves are necessary to maintain the integrity and/or good order of the show. Exhibitors may not operate sound equipment that might prove disturbing to other exhibitors. Show management has the right to determine the acceptable level of sound in all such instances. The Exhibitor may distribute printed matter, souvenirs or other articles only within their space. Novelty items either sold or given away, must be approved by IROK. Any outside service contracted for by the Exhibitor, not included in this Contract must be reviewed and approved by IROK. Any property left in the hall beyond the specified time will be removed and The Exhibitor will be charged for moving and storage costs.
7. **FEES:** The fees paid per this contract represent an agreed measure of compensation for fair value of services rendered by IROK. Any sums paid in excess of the above cancellation charges will be refunded by IROK. IROK shall be entitled to close an exhibit at any time for failure by an Exhibitor or his assignee or any officers, agents, employees, or other representatives of such exhibitor or assignee to perform, meet or observe any terms or

condition set forth herein and such Exhibitor shall not be entitled to any refund or any part of any fee. If full payment for contracted exhibit space has not been received by the deadline set, then contracted exhibitor's is in breach of contract, and said exhibit space will be released; however, exhibitor is still liable for full payment.

8. **SHOW SITE:** The Exhibitor on the Show site must comply with all regulations of unions applicable to receiving, set-up, dismantling and removal of their exhibits.
9. **DELIVERIES:** Exhibitor's deliveries shall be made only at a time specified to Exhibitor. IROK and the Show site are not responsible for any loss or theft of exhibitor's merchandise or equipment during any period of the Show, or during set-up/dismantling.
10. **FIRE, THEFT, ACCIDENT:** IROK will maintain security service in the building and/or shall make reasonable efforts to provide security. However, IROK shall not be responsible for the safety of the Exhibitor or its property, employees, visitors or customers from theft, disappearance, pilferage, injury or damage by fire, accident or any other cause. The Exhibitor assumes sole liability for any losses resulting from such causes. IROK shall not provide insurance for the benefit of the Exhibitor or its property. The Exhibitor agrees to abide by City Fire Prevention Code and the exhibit hall fire regulations promulgated by the owner of the show site, which, among other regulations, prohibits attachment of any signs or other items to the walls of the building, or to attach signs to the drapery of the booth unless fireproofed. Otherwise, such items must be at least six (6) inches away from the drapery. Also, the regulations provide that decorations must be noncombustible or flameproof; the use, display or storage of flammable liquids or gas must be approved by the Fire Marshall in writing.
11. **INDEMNIFICATION:** Exhibitor shall indemnify and hold IROK harmless from any damages, losses or liabilities resulting from any claims, demands, suits or other actions based on or arising out of the Exhibitor's occupation or use of exhibit space or its installation, operation, or removal of exhibits, including but not limited to all claims and demands of Exhibitors or any third party including any of, their agents, employees, representatives, customers, and guests for injury to person or property (including theft or mysterious disappearance) arising by virtue of any occurrence in the exhibit space or Show site or in the parking areas in proximity to the Show site during the term of this Contract, as well as any period during which The Exhibitor is moving into or out of the Show site.
12. **INSURANCE:** The Exhibitor's insurance may name IROK Solutions, Inc. and The Show Venue as additional insured.
13. **CIRCUMSTANCE BEYOND IROK'S CONTROL:** In the event that because of war, fire, government regulations, public catastrophe, act of God or the public enemy or other cause beyond the control of the Show and IROK, the Show or any part hereof is prevented from being held, is canceled by the Show or exhibit space is assigned hereunder becomes unavailable, any refund of exhibit fees to the exhibitor shall be at the absolute discretion of IROKs. Such refund if given shall be a proportionate share of the balance of the aggregate exhibit fees received which remains after deducting expense incurred by the Show and reasonable compensation to the Show, but in no case shall the amount of refund to the exhibitor exceed the amount of exhibit fee paid. Exhibitor shall not have any right to an accounting review or audit of the financial records of the show.
14. **CANCELLATION:** This contract may be cancelled only if written notice, letter or fax, is received by Organizer. All deposits received up to the date notice of cancellation are nonrefundable. If notice of cancellation is submitted within 60 days or less prior to the first day of the show, the Exhibitor is liable for full payment of the space rental under this contract. In the event the Exhibitor fails to make payment or fails to comply in any respect with the terms of this contract, IROK reserves the right to cancel this contract without notice

and all right of the Exhibitor hereunder shall cease and terminate. Any payment made by the Exhibitor on account hereof will be retained by IROK as liquidated damages for breach of the contract and IROK may thereupon re-rent said space. Failure to appear at the event does not release the Exhibitor from responsibility for payment of the full cost of the space rented. If an exhibitor fails to occupy the space he has contracted for, by 3pm, Friday, or fails to comply with the terms of this application/contract, Show management has the right to use such space in any manner.

15. **ELECTRICITY:** The Exhibitor shall be responsible for ordering from IROK and paying for all electrical wiring.
16. IROK shall have full power to interpret and/or amend these Terms and Conditions which in its discretion shall be in the best interest of the show. The decision of IROK must be accepted as final in any dispute between the Exhibitor and any situation not covered by these Terms and Conditions.
17. **COMPLETE CONTRACT:** The contract, together with all of its attachments, constitutes the complete agreement between IROK and the Exhibitor. This contract supersedes all previous or contemporaneous negotiations, arrangements, agreements or understandings, if any, between IROK and the Exhibitor with respect to the subject matter of this contract. No modification of this contract shall be valid unless approved in writing by IROK. The acknowledgment by IROK of the receipt of the Contract duly completed and returned with the appropriate deposit will form a Contract between the Exhibitor and IROK.
18. **OBLIGATIONS:** The Organizer does not guarantee in any way the success of any exhibitor.
19. **IROK does not offer exclusivity** for any products or services, nor can we guarantee that you will not be placed near a competitor. However, we will try to accommodate you.
20. **GEORGIA LAW:** This lease shall be construed under the laws of GEORGIA and all obligations hereunder shall be performable in GEORGIA. All legal actions brought to enforce rights under this Lease shall be instituted in the courts in GEORGIA.
21. **FAILURE TO PROVIDE EXHIBIT SPACE:** IROK shall not be responsible for any damage or cause of action resulting from failure to provide a specified exhibit space due to any reason beyond its control or due to its sole or partial negligence, including without limitation, government regulations or controls, strikes, work stoppages, acts of God or the occupation of any portion of the hall by any governmental authority or a public enemy, or IROK's inability to obtain sufficient exhibit space from the owner of the Hall.
22. **Move-In and Move-Out** will be conducted on a designated time and section basis. A complete schedule will be sent to you prior to the opening day of the event, unless booking date is past this deadline.
23. **ATTENDANCE:** IROK provides ESTIMATED ATTENDANCE figures for the convenience of all exhibitors. These estimates are NOT GUARANTEED.
24. **BADGES:** The Exhibitor and their employees must apply for a registration badge(s) from the Organizer and wear such badge at all times when in the Show site (defined as the area of move-in/out and the exhibition itself).

# Flavors of Africa

2008

Tradeshaw  
Atlanta,  
Georgia