



June 22-24, 2008
 George R. Brown Convention Center
 Houston, TX

Premier Product Showcase Application

Southwest Foodservice Expo - Houston, Texas - June 22-24, 2008

(Please Type or Print Clearly)

NOTE: Please read the rules and regulations on the reverse side. All information must be completed in order to process entries. Incomplete forms will be returned. Copies of this form will be accepted. You must be an exhibitor to participate in the Premier Product Showcase. Deadline for entry is May 23, 2008.

Contact _____ Company _____ Booth # _____

On-Site Representative _____ Office Phone _____ Cell Phone _____

Address _____ City _____ ST _____ Zip _____

Phone _____ Fax _____

Email _____

Product Name _____ Product Introduction Date (no earlier than 2007) _____
This will be used for your display sign

Product

NOTE: 3-D display size is limited to 18" deep x 18" wide x 17" high * **NOTE:** Photograph display size is restricted to 16 x 20 inches including matte Photograph

Approximate Size: _____ Weight _____ Number of Pieces _____

Product Description *(may be edited for Program): _____

Application fee of \$100 per product should accompany this contract. By signing below you acknowledge that you read and agree to abide by all the Requirements & Regulations.

Signature _____ Date _____

All applications will be reviewed by Show Management to ensure that New Products were introduced to the market within the past year. Applications that do not meet the eligibility requirements will be returned with their application fee.

American Express MasterCard/Visa Discover Diner's Club Number of Products _____ Amount Due \$ _____

Credit Card # _____ Exp. Date _____ CSC # _____

Name as it appears on card _____

Billing Address _____

City _____ ST _____ Zip _____

Signature _____

Mail or Fax form to: Southwest Foodservice Expo, PO Box 1429, Austin, TX 78767-1429, Phone: 800-395-2872 - Fax: 512-477-6486

PREMIER PRODUCT SHOWCASE



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Requirements & Regulations for Entry - Premier Product Showcase

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Photo Display

For product larger than 18" deep x 18" wide x 17" high a matted color photograph up to 16 x 20 inches (including mat) may be substituted for the actual products.

Product Display Case - Requirements

1. Participants in the Premier Product Showcase must complete and submit the application form. Applications must be received no later than May 23, 2008 to qualify for participation in the 2008 Premier Product Showcase. Receipt of the application form will be promptly acknowledged. Do not send product(s) or photo(s) with the entry form. Entries must be personally delivered to the showcase.
2. To qualify as a new product, items for display must not have been introduced prior to 2008. Prototypes and mock-ups are not acceptable forms of entry and will be disqualified.
3. Product entries must be taken out of their packaging for display. Each unit in a product line is considered a separate entry.
4. Literature may not be displayed with the product. No "extras" and no product enhancements permitted unless part of the product as purchased.
5. To ensure receipt of your product entry, Show Management recommends that exhibitor ship the Premier Product Showcase materials together with your exhibit shipment and then deliver to the Show Office at the convention center no later than 5:00 p.m. on Saturday, June 21, 2008.
6. Show Management will determine, in every respect, the allocation of area and positions of space for all items and photographs displayed in the Premier Product Showcase.
7. The Texas Restaurant Association does not assume any responsibility for losses by exhibitors from theft, damage, etc. Photography will be permitted only with prior written permission from Southwest Foodservice Expo Show Management and the exhibitor(s) whose product(s) are to be photographed. Cameras are not permitted in the showcase area without permission as stated above.
8. Exhibitors are responsible for retrieving display samples or photographs after the show. Entries must be picked up Tuesday, June 24, between 4:00 p.m. and 7:00 p.m. Products will not be released before 4:00 p.m. on Tuesday, June 24, under any circumstance. Exhibitors expressly agree that the Texas Restaurant Association takes no responsibility for products or photographs that are not claimed by 7:00 p.m. on Tuesday, June 24, 2008.
9. Perishables and or items requiring refrigeration will not be allowed. Remove the contents and use packaging only. No promotional literature will be allowed in the showcase. Signage will be supplied by Show Management for our display.
10. Exhibitor shall on a current basis indemnify, defend (with legal counsel satisfactory to TRA), and hold Organizer and the Exhibit Facility harmless from any and all claims, demands, suits, liabilities, damages, losses, costs, reasonable attorneys' fees and expenses which result from or arise out of or in connection with: (a) Exhibitor's participation or presence at the Event, (b) any breach by Exhibitor of any agreements, covenants, promises or other obligations under this contract; (c) any matter for which Exhibitor is otherwise responsible under the terms of this contract; (d) any violation or secret or other proprietary right; (e) any libel, slander, defamation or similar claims resulting from the actions of Exhibitor; (f) harm or injury (including death) to Exhibitor and (g) loss of or damage to property or the business or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of God, theft, mysterious disappearance or otherwise.