

APPLICATION



THE MODERN SHOW

20TH CENTURY ANTIQUES - 1900 + 20th century furniture, objects & art, lighting, ceramics, silver, Scandinavian & Italian glass, art deco, midcentury modern, designer jewelry, books, posters, prints & photography.

OCTOBER 15-16-17, 2010

7 W 34th Street @ Fifth Avenue, NYC 11TH FLOOR • Opposite the Empire State Building

For Office Use

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	B

EXHIBITOR # _____

Show Code: MS1010

Booth Size: _____

Fee: _____

MIDTOWN LOCATION

Circle your booth choice and describe any special requests.

Booths are walled, painted white and come with a standard track lighting package (4 lamps in a 12', 6 in a 16' and 8 in a 20', 10 in a 24') Floor is carpeted. Equipment is included only as noted. Order forms for showcases, tables, additional lighting/power, etc will be sent separately and will be available online after July 15.

10' x 12' \$3000	10' x 16' \$4000	10' x 20' \$5000	10' x 24' \$6000
• Add \$150 for corner space		• Add \$400 for double corner	

Notes & Requests:

The undersigned exhibitor applies for exhibition space at the above named show, encloses deposit herein and agrees to pay the booth rent in full by the due date. Stella Show Mgmt. Co., Inc. and the undersigned exhibitor agree to the following terms: The exhibitor agrees to exhibit for sale material of a quality consistent with the standards of this event and to obey all regulations and laws of the state and city of New York. In addition, the exhibitor agrees to price all merchandise and accompany all sales with a sales slip. No reproductions will be permitted. Set-up of booths must be complete at show opening and must remain set up and open for business until show closing. Booths and aisles must be kept clear for sale access throughout show hours. Stella Show Mgmt. Co., Inc. reserves the right to demand removal by Exhibitor of any items which may not be in keeping with the show's image. Stella Show Mgmt. Co., Inc. reserves the right to make the rules and regulations it deems proper and necessary. The Exhibitor agrees to accept such rules and regulations and any interpretation as is set forth by Stella Show Mgmt. Co., Inc. All municipal, state and federal requirements in connection with sales must be fulfilled. All draperies, table covers, and display materials must be fire retardant. This contract cannot be assigned without the prior written consent of Stella Show Mgmt. Co., Inc. No booths may be shared without the prior written consent of Stella Show Mgmt. Co., Inc. The use of porters, if available, to assist unloading and loading is at Exhibitor's own risk. Stella Show Mgmt. Co., Inc. shall not be liable for any damage or claim. Stella Show Mgmt. Co., Inc., its agents, officers or employees shall not be liable for property damage or personal injury to Exhibitor, its agents or employees, which may occur on or about any part of the subject premises, regardless of how such an injury or damage may have occurred. Exhibitor waives any claim against Stella Show Mgmt. Co., Inc. and assumes all liability for loss or damage to Exhibitor's property entrusted to the premises. Exhibitors shall hold Stella Show Mgmt. Co., Inc. harmless and shall indemnify Stella Show Mgmt. Co., Inc. and Vornado Realty Trust, Vornado Realty L.P., 7 West 34th Street LLC, and either of their owners and their owned or wholly or partially controlled subsidiaries, divisions, affiliates, and/or joint ventures against all liability or expenses arising out of any claim of injury or damage to any person or property, together with all cost in connection with the defense thereto. In the event exhibition spaces become limited or unavailable for any reason, A Stella Show Inc. and/or Stella Show Mgmt. Co.'s sole responsibility to any such affected exhibitor is to credit the exhibitor's deposit. CANCELLATION POLICY: A minimum charge of \$100 applies to all cancellations. A prorated schedule of cancellation charges is available by request from Stella Show Mgmt. Co., Inc.

EXHIBITOR'S SIGNATURE _____ **DATE** _____ Permanent Exhibitor # _____

PRINT NAME _____ **2nd BADGE NAME** _____

TRADE NAME _____

Helper Name(s) if known: _____

MERCHANDISE DESCRIPTION Paraphrase your merchandise in four fields or less for booth placement, website, exhibitor list, publicity:

_____, _____, _____, _____

WEBSITE: www. _____ **E-mail:** _____ @ _____

Additional info for marketing (i.e. your specialty, special skill or a specific item) _____

Attach, Enclose or Email PHOTOS for Publicity: _____

IF NEW TO STELLA SHOWS, PLEASE ALSO FILL IN THE THE FOLLOWING

Price range of items and description of photos: _____

Show(s) previously participated in: _____

Dealer Reference: _____ **Show Promoter Reference:** _____

MAILING ADDRESS _____

STREET OR BOX NUMBER CITY STATE ZIP

PHONE: Business () _____ - _____ Can we give this phone number to customers? __ Yes __ No

Home () _____ - _____ Can we give this phone number to customers? __ Yes __ No

Cell () _____ - _____ Can we give this phone number to customers? __ Yes __ No

FAX () _____ - _____

PLEASE SIGN and fill out 2nd BADGE NAME AND MERCHANDISE DESCRIPTION every time.

All other info is on file. Fill out address, phone, etc. only if there has been a change since your last show.

NY SALES TAX # _____

Exhibitor Number: _____

DEPOSIT \$300
(\$100 non refundable)

Convenient pay over time schedule now available

PAYMENT INFORMATION

- \$300 DEPOSIT (\$100 non-refundable) due at time of application submission MS1010
- 50% OF BALANCE (after deposit) DUE on JULY 15, 2010
- Remainder of BALANCE DUE on SEPTEMBER 1, 2010

Deposit Check# _____ Check Date _____

Charge DEPOSIT NOW, 50 % ON JULY 15 and BALANCE ON SEPTEMBER 1ST

Charge DEPOSIT ONLY to credit card Charge BALANCES ONLY to credit card on due dates

Credit Card Number Visa MC AMEX _____ Exp. Date _____

Name on card: _____ Cardholder's Signature: _____

MAKE CHECKS PAYABLE TO: Stella Show Mgmt. Co., 277 Fairfield Rd., Suite 321, Fairfield, NJ 07004 Ph 973-808-5015, FAX 973-808-6806, email: info@stellashows.com