

August 23-25, 2019 – Ruidoso, New Mexico

Ruidoso Lions Club Antique Festival

Promoted by Heritage Event Company, LLC, Ruidoso Convention Center, 111 Sierra Blanca Dr.
Ladies Night/Early Buying Friday 4:30-7pm. Gen Admission: Sat. 9am-5pm, Sun. 10am-4pm
All dealers are subject to approval by Promoter. Please use this space to describe the type of merchandise
you carry and if you have a referral from an established HEC dealer. New dealers: Photographs
recommended.

Name: _____
Business Name: _____
Mailing Address: _____
City: _____ State: _____ Zipcode: _____
Mobile Phone #: _____ Email: _____

Our primary mode of communication is via email.

CHECK HERE _____ if you prefer to receive any updates via phone/regular mail.

CHECK ONE: Do you receive text messages at the above number? _____ YES _____ NO

CHOOSE ONE SPACE OPTION

(OPTIONAL TABLES NOT INCLUDED WITH SPACE RENTAL. Write dollar amount in right column blank):

10 x 15 Space: \$250..... _____
10 x 20 Space: \$330..... _____
10 x 30 Space: \$495..... _____

12 x 15 Space: \$295..... _____
12 x 20 Space: \$370..... _____
12 x 30 Space: \$545..... _____

TABLES 10' Only (Optional; you may bring your own if desired) _____ x \$12 = _____
ELECTRICITY (Optional) \$30 = _____
THURSDAY EARLY UNLOAD ACCESS, 10AM-3PM..... \$30 = _____
(Drive-in will be allowed during this time. All others must cart-in during regular unload hours,
from 3pm-6pm on Thursday and 9am-4pm on Friday.)

TOTAL CHARGES = _____
Deposit Due Enclosed..... = _____

*Minimum 1/2 of total on previous line; balance due at check-in. No space held without deposit.

*2 complimentary chairs provided for each registered dealer. No charge for dealer badges.

Check # _____ OR
Visa/MC/Disc/Amex _____
Exp Date: _____ CVV Code: _____ Billing Zip Code: _____

Please DO NOT Send Cash Via Mail

If using credit card as payment: By signing here, I authorize Heritage Event Company, LLC to charge my credit card for the payment amount due above as deposit payment for holding booth exhibit space and/or equipment rental at the August 2019 Ruidoso Noon Lions Club Antique Festival.

Signature Authorizing Charge: _____

MAKE CHECKS PAYABLE TO:HERITAGE EVENT COMPANY LLC, 6050 Stetson Hills Blvd., Ste 327
Colorado Springs, CO 80923 **THE FOLLOWING TWO PAGES MUST BE SIGNED AND SUBMITTED
IN ADDITION TO TOP SHEET TO BE ACCEPTED FOR DEALER APPROVAL BY HERITAGE EVENT
COMPANY**

Heritage Event Company LLC – Contract / Booth Rental Agreement, Terms & Conditions for Participation in: RUIDOSO NOON LIONS CLUB ANTIQUE FESTIVAL, Ruidoso, New Mexico, August 22-25, 2019 (Includes Set-Up Days)

This document is an agreement entered into between Heritage Event Company LLC & (the “Promoter”) and the participating dealer, whose name is printed and signed below (the “Dealer”). The agreement covers the show named and dates indicated above in the title of this agreement.

- Dealer acknowledges that all arrangements for dealer space rental at this Heritage Event Company LLC event must be made exclusively with the Promoter. Promoter reserves the right to refuse service and/or rental options at Promoter’s discretion, for any reason. All approved, participating dealers must complete and sign registration forms and submit deposit equal to half the total amount due in order to secure space reservation for the event. NO SPACES WILL BE HELD WITHOUT DEPOSIT & REGISTRATION SUBMITTED. NO SUBLETTING OF CONTRACTED SPACE IS ALLOWED.
- Dealer acknowledges that Heritage Event Company LLC and Ruidoso Noon Lions Club makes no express or implied guarantees of performance or sales of dealer merchandise at any Heritage Event Company event. Dealer acknowledges that payments made to Heritage Event Company by Dealer are for the sole purpose of reserving exhibit space at the event and/or reservation of certain equipment provided by Promoter upon request of Dealer (tables, chairs, electrical service, etc.) As with any business venture, there is a risk of incurring loss at any event. Past performance is not necessarily indicative of future results. Dealer is solely responsible for the outcome of Dealer sales at any Heritage Event Company event.
- If using electricity, Dealer must provide extension cords and any other equipment necessary to gain electrical access.
- Promoter reserves the right to relocate Dealer space assignment to another location at Promoter's discretion.
- Dealer must position display so as not to impede aisle traffic, cause a safety hazard, obstruct areas that must meet fire code, or infringe upon another dealer's rental space or endanger another dealer's merchandise. Dealer agrees to keep their display and merchandise within the boundaries of their designated rental space. Dealer agrees to modify their display at Promoter's request regardless of reason.
- Dealer booth content must consist of antique/vintage merchandise. Exceptions complimentary to the theme of the show, as deemed appropriate by the Promoter, will be determined on a case-by-case basis. Such exceptions must be requested in writing and acknowledged by Promoter. Overall booth representation must at all times convey quality and all items must be accurately represented. Merchandise displayed at the show by Dealer must be consistent with that which was represented by Dealer at the time of space reservation. Promoter reserves the right to have Dealer modify or remove their merchandise if Promoter deems it is not consistent with the theme or quality of the show. Promoter reserves the right to refuse or revoke booth space reservations to any applicant, at any time, regardless of reason.
- Dealer is expected to behave in a respectful, professional manner, with self-control and refrain from the use of profanity.
- Dealer agrees not to pack merchandise prior to close of the show without express permission from Promoter.
- Dealer agrees to not solicit to the public or other dealers for participation in non-HEC events. Dealer agrees not to distribute literature of any kind at the event without prior consent from Promoter.
- Dealer understands that failure to comply with Terms & Conditions for Participation may result in expulsion from any Heritage Event Company event at any time and barred participation in future events at Promoter’s discretion. In cases of Dealer dismissal or walk-out during the show, Dealer protest or Dealer complaint submitted during or after the event, NO REFUNDS WILL BE ISSUED. ALL SALES ARE FINAL.
- Cancellation Policy: Reservation deposits are non-refundable. No rollovers are allowed under any circumstance. Cancellations must be received IN WRITING no later than 14 calendar days prior to the first set-up date of the show to avoid additional liability for remainder of booth rental charges due. Cancellations may be submitted in one of two ways: 1) Via email to heritageeventco@gmail.com OR 2) Via regular mail to: Heritage Event Company LLC, 6050 Stetson Hills Blvd. Ste 327, Colorado Springs, CO 80923. Cancellations submitted prior to the 14 day deadline will not be held liable for outstanding balances beyond ½ deposit down required to hold space. In the event that Dealer has paid in excess of the minimum ½ down deposit required, a check refund will be issued to Dealer for THE OVERAGE AMOUNT ONLY, minus any non-refundable fees associated with bank or credit card company charges, within 30 days of the completion of the event, provided the minimum cancellation notice of 14 days was submitted according to guidelines stated above. Refunds will be made payable to the registered name and address of Dealer as indicated on original registration. Cancellations submitted less than 14 days prior to set-up date will result in full payment of all fees due and collection efforts for the full amount of Dealer’s contracted outstanding balance.
- Dealer acknowledges Heritage Event Company LLC, Ruidoso Lion’s Club and the hosting venue as the authoritative bodies responsible for management of the event and insuring that all dealers comply with the above rules and regulations.
- Dealer grants permission to Heritage Event Company LLC and Ruidoso Lion’s Club to use images of Dealer (including any motion picture or still photographs made by the Promoter, Promoter’s agent, or Ruidoso Lions Club) of Dealer’s likeness or merchandise for any purposes in connection with promoting Heritage Event Company events or Ruidoso-related events, which may include but is not limited to advertising, promotion and marketing. Such images may be cropped, altered, modified or combined with other images, text and graphics, without notifying dealer. Dealer consents to use of their name and any other information provided by Dealer to the Promoter to be used/displayed as necessary in order to promote Heritage Event Company events.
- Sales Tax: Promoter will provide dealers with sales tax information as available. Dealer understands Promoter may be required to supply Dealer information, which includes but is not limited to registered name, address and phone number to governing tax authorities at the conclusion of the event.

I acknowledge I have read, understand and agree to comply with the above rules and regulations.

PRINT NAME: _____ Date: _____

Signature: _____

**Heritage Event Company LLC / Ruidoso Lion's Club
Waiver of Liability and Hold Harmless Agreement**

- In consideration for receiving authorization from Heritage Event Company LLC to participate in the Ruidoso Noon Lions Club Antique Festival, Ruidoso, New Mexico, August 22-25, 2019 event, I hereby RELEASE, WAIVE, DISCHARGE AND COVENANT NOT TO SUE Heritage Event Company LLC, Ruidoso Noon Lions Club, Ruidoso Convention Center, the Village of Ruidoso, their officers, agents, volunteers, or employees (hereinafter referred to as RELEASEES) from any and all LIABILITY, claims, demands, actions and causes of action whatsoever arising out of or related to ANY loss, damage, or injury, including death, that may be sustained by me, my agents or associates, or any of the property belonging to me, or minor children under my care WHETHER CAUSED BY THE NEGLIGENCE OF THE RELEASEES, or otherwise, while participating in such activity, or while in, on or upon the premises where the activity is being conducted.
- I am fully aware of the financial, material, physical and other risks involved and the hazards connected with this activity, including but not limited to travel and/or any on-site hazards. I hereby elect to voluntarily participate in said activity with full knowledge that said activity may be hazardous to me and/or my property. I VOLUNTARILY ASSUME FULL RESPONSIBILITY FOR ANY RISKS OF LOSS OF ANY KIND, PROPERTY DAMAGE OR PERSONAL INJURY, INCLUDING DEATH, that may be sustained by me, or any loss or damage of property owned by me, as a result of being engaged in such activity, WHETHER CAUSED BY THE NEGLIGENCE OF RELEASEES OR OTHERWISE. I further hereby AGREE TO INDEMNIFY AND HOLD HARMLESS the RELEASEES from any loss, liability, damage or costs, including court costs and attorney fees, that they may incur due to my participation in said activity, WHETHER CAUSED BY NEGLIGENCE OF RELEASEES or otherwise.
- I understand that Heritage Event Company LLC and Ruidoso Lion's Club does not maintain any insurance policy covering any circumstance arising from my participation in this event or any activity associated with or facilitating that participation. As such, I am aware that I should review my personal insurance portfolio.
- It is my express intent that this Waiver of Liability and Hold Harmless Agreement shall bind members of my family and spouse, if I am alive, and my heirs, assigns and personal representative, if I am deceased, and shall be deemed as a RELEASE, WAIVER, DISCHARGE AND COVENANT NOT TO SUE OR HOLD LIABLE the above-named RELEASEES. I hereby further agree that this Waiver of Liability and Hold Harmless Agreement shall be construed in accordance with the laws of the State of New Mexico.
- IN SIGNING THIS DOCUMENT, I ACKNOWLEDGE AND REPRESENT THAT I have read the foregoing Waiver of Liability and Hold Harmless Agreement, understand it and sign it voluntarily as my own free act and deed; no oral representation, statements, or inducements, apart from the foregoing written agreement, have been made; I am at least eighteen (18) years of age and fully competent; and I execute the Release for full, adequate and complete consideration fully intending to be bound by same. Any minor children, of which I am their parent or legal guardian or have been given custody of their care by the act of bringing them to said activity with permission of their parent or legal guardian, do also empower me to make decisions on their behalf and certify this Waiver of Liability and Hold Harmless Agreement in their person.

I have read, understand and agree to all the terms of the Waiver of Liability and Hold Harmless Agreement.

PRINT NAME: _____ Date: _____

Signature: _____

**PLEASE SIGN AND RETURN ALL PAGES WITH DEPOSIT TO:
Heritage Event Company LLC, 6050 Stetson Hills Blvd. Ste 327, Colorado Springs, CO 80923**

YOUR CLEARED CHECK IS YOUR CONFIRMATION OF RECEIPT. QUESTIONS? Call 918-619-2875