



The Medical Center Auxiliary, Inc.
2018 MERCHANT CONTRACT
November 1st – 3rd, 2018

Location of Event:
 Gainesville Civic Center
 830 Green Street, Gainesville, GA

MAIL CONTRACTS TO: The Medical Center Auxiliary, Marketplace, 743 Spring Street, Gainesville, GA 30501

Merchant Name* _____

Applicant Name _____

Mailing Address _____

City _____ State _____ Zip _____

Contact Person(s) _____

Business Phone _____ Cell _____

Email _____ Website _____

*The Merchant Name will be listed on your booth sign, the tabloid and a newspaper ad.

Description of Merchandise - All merchants must complete this section. First time merchants must include representative photos.

Booth Selection: Pricing is based on location (see item 3 on reverse). Please review the enclosed diagram and state your first two preferences below. Should it not be possible to honor your preferences, you will be contacted prior to booth assignment and payment processing. No request for space change will be accepted on move in day. A final layout will be mailed to merchants prior to Marketplace.

	Booth #	Total Booth Cost (Square Footage x Cost per Square Foot)	Credit Card Payment is Required <i>Visa, MasterCard, American Express and Discover cards are accepted.</i>
1 ST Choice			Credit Card Number: _____ Expiration Date: _____
2 ND Choice			

My signature below authorizes The Medical Center Auxiliary to (I) charge the initial 50% deposit to the listed card upon receipt of the contract, and (II) charge the 50% balance due to this card on August 30, 2018.

As an exhibitor, I agree to the terms stated on the reverse of contract and accept and assume full liability for any injury or loss to me, my property or employees at any time or from any cause while on the premises of this show. Acceptance of this contract hereby relieves Marketplace, The Medical Center Auxiliary, Inc., and Northeast Georgia Health System of any and all responsibility from participation in this event.

Merchant's Signature _____ **Date** _____

For Office Use Only:

Date Contract Received: _____

Date 50% Deposit Charged: _____

Date 50% Balance Charged: _____

Booth # Assigned _____
Booth Total Cost _____

Merchant General Information, Rules and Regulations

1. DATES & HOURS OF EVENT

Thursday, November 1st, 2018 - Preview Party – 6:30–9:30 pm
Friday, November 2nd, 2018 – 9:30 am – 6:00 pm
Saturday, November 3rd, 2018 – 9:30 am – 5:00 pm

Thursday, November 1, 2018 – 8:00 am – 3:30 pm
All booths must be set up by 3:30 pm on Thursday.

2. BOOTH SPACE, PAYMENTS, CONTRACT

Space will be assigned by the Committee in the following order:

1. Previous merchants from 2017 who return their contract and credit card payment information by March 15, 2018 will be given first consideration in space location. However, previous participation does not guarantee acceptance.
2. All other prospective merchants may request a booth on a space remaining basis upon the discretion of the committee.

A credit card number must be provided and a 50% deposit will be charged upon booth placement. The remaining 50% of the total booth cost will be charged to the credit card provided on August 30, 2018. After payments are processed, merchants are mailed a credit card receipt and copy of contract indicating booth placement. Booth assignment is final.

Merchants must fully complete application and state all types of merchandise to be sold.

Incomplete contracts or contracts submitted without credit card information will not be processed.

Mail contract to:

The Medical Center Auxiliary

Marketplace

743 Spring Street, Gainesville, GA 30501

3. BOOTH LOCATION AND RENTAL FEES

Support columns are located within some booths. Total square footage is guaranteed, although width/depth may vary depending on location.

BOOTH LOCATION	ROOM	COST
A1-A6	Ballroom	\$6.00 per sq foot
B1-B30	Ballroom	\$6.00 per sq foot
C1-C21	Sidney Lanier / Chattahoochee	\$5.00 per sq foot
D1-D17	Chestatee / Lyman Longstreet	\$4.00 per sq foot

4. CANCELLATIONS

Deposits on contracted space are fully refunded if cancellation notification is received in writing by June 30, 2018. No deposits will be refunded for cancellations received after June 30, 2018. All deposits and final payments processed after June 30, 2018 are non-refundable.

If for any reason, it should become necessary to cancel this event, this agreement shall be terminated and applicant waives any claim for damages, except for return of deposit paid.

5. ELECTRICITY

Electricity is provided in all booths.

6. MOVE IN / MOVE OUT SCHEDULE

Merchants may move in during the following times:

Merchants move out during the following times:
Saturday, November 3, 2018 – 5:00 pm – 8:00 pm

Management will not hold or be responsible for any items remaining in the facility after 8:30 pm, Saturday, November 3, 2018.

7. BOOTH ACCESSORIES

Merchants are provided with signage that will be displayed at the back of each booth. Each booth includes an 8-foot high neutral backdrop, and two 3-foot high draped side rails. Tables, chairs and wastebaskets are provided at no extra cost. Beige table covers are available by request on day of event. Merchants are required to provide their own table skirting.

Merchants are required to provide their own shelving, extension cords and any additional lighting. Each booth will receive the following number of tables based on booth size:

80 ft² – 2 6ft tables, 120 ft² – 2 6ft tables, 160 ft² – 4 6ft tables

8. SECURITY

Management will employ security guards for the course of the event, however assumes no responsibility for loss or damage. Merchants are reminded that this is an open booth show and it is the Merchants' responsibility for the safeguarding of their merchandise.

9. MERCHANT REGULATIONS

1. The Gainesville Civic Center is a smoke free environment.
2. Any promotional signage must be confined to the rented booth space.
3. Soliciting in the aisles is not permitted.
4. Booth heights should be kept to 8 feet or under.
5. Booths must be manned during the entire event.
6. Merchants are required to pay their own sales tax.
7. Sharing a booth must be pre-approved by the Marketplace Committee.
8. Merchants agree to protect walls, floors, etc. and observe all rules of hosting facility.
9. Merchants are required to staff their booth during Preview Party and to follow the coat and tie attire.

10. MERCHANT BADGES AND PARKING

Management will provide each Merchant a maximum of two (2) identification badges per contracted booth. Badges must be worn at Preview Party.

Parking is in designated locations only – a map will be provided with your information packet mailed prior to the event.

A merchant welcome packet will be provided upon check in.

11. MERCHANT HOSPITALITY

A hospitality room is available for merchants. Light snacks and beverages will be provided. Meals may be purchased from Tea Cart vendors.