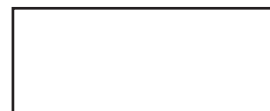




DOLL AND TEDDY BEAR EXPO 2008 EXHIBIT SPACE APPLICATION & CONTRACT



Exhibitor location
(For office use only)

Company: _____
(Enter name as you would like it to appear in all Expo literature)

Address _____

City/State/Zip _____

Country _____

Makes/Sells

Dolls Bears Collectibles

Other _____

Phone _____

Fax _____

Website _____

E-mail _____

Contact _____

Tax Identification Number _____
(FEIN or SS#)

Sharing?

Yes • Contact _____

(If sharing, both parties must sign below)

Company _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

Website _____

E-mail _____

Tax Identification Number _____

(FEIN or SS#)

*Booths are 10'x10' (100 sq. ft.) and come with one (1) 2'x6' table, draped and skirted in fireproof material, a 8' high backdrap, 30" high side rails, two (2) chairs, one (1) identification sign, and one (1) wastebasket.

**Each table exhibitor gets a 5' deep x 8' wide exhibit space complete with one (1) 2'x6' table skirted and draped, two (2) chairs, one (1) wastebasket, and one (1) ID sign.

EXHIBITOR SPACE RATES FOR EXPO 2008

Marriott Wardman Park Hotel, Washington, DC • Aug. 8-10, 2008

<u>Exhibit Size</u>	<u>Unit Cost</u>	<u>Qty.</u>	<u>Total</u>
_____	\$ _____	X _____	= \$ _____
<u>Location Request</u> _____			Cost = \$ _____
Select price and exhibit space from table			DEPOSIT OF \$350 FOR BOOTH, \$200 FOR TABLE = \$ _____ (due with signed contract)
			SECOND PAYMENT (Due March 1, 2008) = \$ _____
			FINAL PAYMENT (Due May 17, 2008) = \$ _____

Price per	Booth	Table
Standard	\$1,620	\$620
After 2/29/08	\$1,750	\$750
A fee of \$100 will be charged for premium placement requests.		
Important Notice		
If you do not keep up with your payment schedule, we reserve the right to remove any discounts and change your exhibitor location. No exhibitor set up permitted until exhibit fees are paid in full. Exhibitors not paid in full by May 17, 2008, will be assessed a late penalty of 15% of the total exhibit price.		

PAYMENT METHOD: Check Money Order Visa Amex MasterCard Discover

Card # _____ Exp. date _____

Name as it appears on card (Please Print) _____

Payment Authorization If you would like this card to be automatically charged for the second and third payments on the required date, please check this box. If this box is not checked, the card will be charged only for the deposit.

Application is hereby made with Jones Publishing Inc. for Doll & Teddy Bear Expo 2008, which will be held August 8-10 at the Marriott Wardman Park Hotel in Washington, D.C.

Terms: A non-refundable deposit of 33% of all exhibit fees must accompany this contract (please make check payable to Jones Publishing, Inc.). 50% of the remaining balance is due April 2, 2008 and the final balance for Expo 2008 is due May 17, 2008. If full payment for the show space is not received on or before the show's balance due date, exhibitor's space is subject to forfeiture and reassignment at the sole direction of Jones Publishing.

Payments: Return this contract with FIRST PAYMENT to: Doll & Teddy Bear Expo 2008, c/o Jones Publishing Inc., N7450 Aanstad Rd., P.O. Box 5000, Iola, WI 54945-5000 or fax (715) 445-4053; Attn: Expo Exhibit Space. Check, money order and credit card payments only. All payments must be made in U.S. funds and drawn on a U.S. bank. Do not send cash.

Cancellations: All requests for cancellation must be in writing to Jones Publishing, Inc. and will be accepted only at the sole discretion of Jones Publishing Inc. Upon such acceptance, the exhibitor shall be liable for the following: 70% of the contract price up to 91 days before the show, and 100% of the full contract price 90 days or fewer before the show.

PLEASE NOTE: YOUR APPLICATION IS NOT VALID UNTIL WE RECEIVE THIS SIGNED WAIVER.

The exhibitor and Jones Publishing, Inc. agree to be bound by the terms, conditions, and rules set forth on the reverse side, hereof, all of which are incorporated in and form a part of this contract. Further, the exhibitor indemnifies and agrees to hold harmless Jones Publishing Inc. and/or the Marriott Wardman Park Hotel and their respective officers, directors, employees, and agents from any actions, losses, costs, damages, claims, and expenses including attorney's fees arising from any damage to property or bodily injury to the exhibitor, his agents, representatives, employees by reason of the exhibitor's occupancy or use of the exhibition facilities.

Signature _____ Date _____

Signature (If sharing) _____ Date _____

Rules & Regulations

1. Agreement to Rules and Regulations

Exhibitor agrees to observe and abide by the Terms, Rules and Regulations set forth hereafter and by such additional Rules and Regulations made by Jones Publishing from time to time for the efficient or safe operation of the Show, including, but not limited to, those contained in the Exhibitor Kit.

2. Show Dates and Hours

Dates and hours for installing, showing, and dismantling exhibits shall be those specified by Jones Publishing in the Exhibitor Kit. All exhibits must be open for business during exhibit hours and no dismantling or packing may be started before the official close of the Show. Any exhibitor who packs up or dismantles before the official close of the show without having received written permission 10 days in advance from Jones Publishing shall be assessed a penalty of 20% of their exhibit price and may forfeit their right to exhibit in future Shows. Any exhibitor who fails to set-up an exhibit in their contracted space by 12 p.m. on the first show day will have automatically forfeited any rights, privileges, and claims of any nature which the exhibitor has or may have including any payments previously made. Exhibits must be broken down and removed by 8:00 p.m. on the day of the show closing. In the event any Exhibitor fails to remove his exhibit in the allotted time, Jones Publishing reserves the right to ship the exhibit through a carrier of its own choosing or to place same in a storage warehouse subject to the Exhibitor's disposition at Exhibitor's expense.

3. Displays and Decorations

No exhibit or construction shall exceed 8 feet in height. Backgrounds 8 feet high may extend from the booth back line one half the depth of the booth and from that point to the aisle to a maximum height of 42 inches. No signs, advertising devices or merchandise shall be displayed outside the exhibit space or project above or beyond limits of exhibit space. Exhibitor must not deface furniture, fixtures or building surfaces in any way through the use of nails, tacks, glue, paint, etc. No exhibit, merchandise, equipment, trunks, cases or packing materials shall be brought into or out of the exhibit space during exhibit hours.

4. Subletting/Sharing Space

Sharing is permitted at booths only by a maximum of two artists or participating companies per booth. Jones Publishing's responsibilities are limited to extending services such as signage and Show passes to the two (2) officially registered sharing Exhibitors. Professional associations representing and displaying the work of more than two artists may exhibit that work providing that their association can show proof of association at a prior show or other similar show experience as that association.

5. Fire Rules

Exhibitor shall not pack merchandise in flammable material. All cartons stored by the Show Services Company or the Show Building shall be emptied of contents. No Exhibitor shall use any flammable decorations or covering for display fixtures and all fabrics or other materials used for decorations or covering shall be fireproof. All electrical equipment must be U.L. (Underwriter Laboratories) approved. All wiring must conform to local requirements. Fire exits may not be blocked at any time during set-up, breakdown, or Show hours.

6. Exhibitor Conduct

Exhibitor shall abide by and observe all laws, rules, regulations and ordinances of any applicable governmental authority and all rules of the Marriott Wardman Park Hotel. Activities including distribution of printed matter, souvenirs, samples or articles by Exhibitors must be confined to their rental space unless Jones Publishing grants prior approval. The distribution of any articles which interfere with the activities in, or obstruct access to, neighboring booths, or that impede aisles, is prohibited. Devices making loud or excessive noise are prohibited. Jones Publishing has full authority to interpret and enforce all the rules set forth herein.

7. Playing of Music

Exhibitor shall not provide or permit the playing or reproduction of music in any form or at any time unless (a) if the music is copyrighted, Exhibitor shall in advance obtain, and provide a copy to Jones Publishing of a written license to perform said music at the Show from the owner of the copyright of said music and (b) whether the music is believed to be copyrighted or not, Exhibitor shall obtain in advance from Jones Publishing a written consent to the providing of such music by Exhibitor. Exhibitor specifically agrees that in the absence of full compliance with the above no music whatsoever in any form will be provided or permitted by it, and in the event of any copyright infringement question arising with respect to the use by Exhibitor of music, all provisions of Paragraph (8b) hereof will be applicable. Show Management shall have the power to make any reasonable settlement without the consent or approval of the Exhibitor to resolve any dispute which may arise between Jones Publishing and anyone claiming to enforce a copyright, which settlement shall nevertheless be binding on Exhibitor insofar as holding Jones Publishing harmless and indemnifying Show Management are concerned.

8. Limitation of Liability and Indemnity

(a) Neither Show Management nor the Marriott Wardman Park Hotel nor any of its officers, agents, employees, or other representatives shall be held liable for, and the same hereby released from liability for, any damage, loss, harm or injury to the persons or property of the Exhibitor or any of its officers, agents, employees or other representatives resulting from theft, fire, water, accident or any other cause. (b) The Exhibitor shall indemnify, defend and protect Jones Publishing and the Show Building against, and hold same Management and Show Building harmless from, arise out of, or are connected with any acts, or failures to act, or negligence of, Exhibitor, or any of its officers, agents, employees or other representatives, including but not limited to claims of damage or loss resulting from the breach of these Rules and Regulations, and claims of damage or loss to any third party resulting from any infringement of a copyright or patent of the unauthorized use of a registered trademark. (c) In the event of war, fire, strike, exhibit facility construction or renovation project, government regulation, public catastrophe, act of God or the public enemy or other cause beyond the control of Jones Publishing or any part thereof is prevented from being held, is cancelled by Show Management, or the exhibit space becomes unavailable, Jones Publishing in its sole discretion shall determine and refund to the Exhibitor its proportionate share of the balance of the aggregate exhibit fees received which remain after deducting expenses incurred by Management and reasonable compensation to Management, but in no case shall the amount of the refund to the Exhibitor exceed the amount of exhibit fee paid.

9. Admission Policy

Show is open to the public during public show hours, Saturday 9-5 and Sunday 10-4. A valid admission ticket or badge is required for entry to all exhibit halls, sales rooms, seminars, and other activities. Children under 12 are free if accompanied by a paid adult. Exhibitors must register staff, guests, dealers, distributors and sales representatives with Show Management, which will issue badges so that Exhibitors' guests may visit during show hours.

10. Governing Law/Amendments

This agreement, having been executed in the State of Wisconsin shall be governed by and constructed and enforced in accordance with the Laws of the State of Wisconsin as if it is an agreement made and to be performed entirely within such. This agreement may not be amended or modified except by a written communication by Jones Publishing.