

# KRA Day at the Races

**Join us by Exhibiting at this Exclusive Event!**

By invitation only, the Kentucky Restaurant Association will host a day at the races for restaurant industry professionals who are **qualified decision-makers and buyers**. During showcase hours these industry VIPs will have your complete attention. You will be able to present your products/services in one of Kentucky's most prestigious locations, the Triple Crown room at Churchill Downs. Following the Expo continue to network with the VIPs as you enjoy the horse races in reserved Jockey Club suites at the state's most beautiful race track hosted by the Kentucky Restaurant Association.

**Thursday, November 18th, 2010  
10:00 a.m. – 1:15 p.m.**

**Move-In begins at 7:00 a.m.**

**Don't get left in the Starting Gate ...  
Sign up today!**

\$1,000\* for KRA Members

\$2,000\* for Non-Members

\*40 tables (6' draped) are available and include electricity, water, signage, garbage can, listing in show program, listing on KRA Website and in the *Kentucky Restaurant Journal*.

**Limited tables are available on a first-come first-served basis! Each exhibiting company is allowed only ONE table.**

**Day at the Races brought to you by:**



**Become a Triple Crown Sponsor and your company name will go here and on *all* promotional materials sent to attendees!!!**

**DAY AT THE**  
Thursday, November 18<sup>th</sup> 2010  
10:00 a.m. – 1:30  
Triple  
Downs



KENTUCKY  
RESTAURANT  
ASSOCIATION

**RACES 2010**

p.m.  
Crown Room at Churchill

Louisville, Kentucky

The company name as listed below will be used for badges, signage, etc. Please complete all sections and return with payment to the KRA office address listed below.

Company \_\_\_\_\_ Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone ( \_\_\_\_\_ ) \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_ Fax \_\_\_\_\_

E-mail Address (required) \_\_\_\_\_ Web site \_\_\_\_\_

Give a brief description of products or services to be exhibited:

\_\_\_\_\_

**PLEASE RESERVE THE FOLLOWING TABLETOP FOR OUR COMPANY (see attached floor plan for table #s):**

1st Choice: \_\_\_\_\_ 2nd Choice: \_\_\_\_\_ 3rd Choice: \_\_\_\_\_

Companies I do not want to be near \_\_\_\_\_

\_\_\_\_\_

Companies I do want to be near \_\_\_\_\_

\_\_\_\_\_

Table price allows for 2 exhibitor representatives. Exhibitors can have 4 representatives max with a cost of \$50 each for any over 2.

**Total cost of tabletop \$ \_\_\_\_\_**

Cooking equipment must be approved by venue management, but generally, approved equipment includes: Butane burners, griddles, heat lamps, small ovens, and coffee brewers. **Deep Fryers are not allowed on the show floor, but can be set up in separate cooking space adjacent to show floor.**

**You are required to have a WORKING fire extinguisher at your tabletop if you are cooking!!!!**

All Applications must be accompanied by full payment. If full payment is not received, space will not be considered rented. Cancellations: See, "Official Regulations", Item 8 on back of contract.

Tabletop must have at least one person, but no more than 4, in attendance during all exhibit hours. Each exhibitor is required to provide KRA with a certificate of insurance, which verifies exhibitor is currently covered for loss or damage to property and liability for personal injury. Certificate should be sent with contract and payment. **By signing below you indicate that you agree to abide by all contract conditions, rules and regulations governing Day at the Races 2010.** Make all checks payable to Kentucky Restaurant Association, Inc.

Authorized Signature: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

**PLEASE RETURN THE ORIGINAL COPY OF THE APPLICATION AND YOUR CHECK TO:**

KENTUCKY RESTAURANT ASSOCIATION, INC.  
133 EVERGREEN ROAD, SUITE 201  
LOUISVILLE, KY 40243

Phone 502-896-0464 Fax 502-896-0465

**OFFICE USE ONLY**

Received  
on: \_\_\_\_\_

Payment: \_\_\_\_\_  
CK# \_\_\_\_\_

# OFFICIAL REGULATIONS

# DAY AT THE RACES 2010

**1. DESCRIPTION OF EXPOSITION:** The Kentucky Restaurant Association, Inc. is sponsoring the Day at the Races 2010. In conjunction with the event, the exposition has been created to provide a showcase for products and services either specifically designed for, or customarily used in the foodservice industry.

**2. STATEMENT OF POLICY:** All exhibitors are equal regardless of size and should be given an equal opportunity, within reason, to present their product or service in the most effective manner to the audience. We ask you to be "a good neighbor" and to remember that you are our customers.

**3. CONTRACT CONDITIONS:** The terms and conditions of these official regulations shall apply to and be in effect between the Kentucky Restaurant Association, Inc., Exhibit Managers, and any exhibitor whose application is received and to whom tabletop is rented. They have been formulated for the protection and best interest of all concerned. The Kentucky Restaurant Association, Inc., Exhibit Managers asks the full cooperation of all exhibitors in their observance. All points not covered are subject to the decision of the Kentucky Restaurant, Inc., whose word shall be final.

**4. DEFINITIONS:** As used herein, "EXHIBIT MANAGEMENT" means the Kentucky Restaurant Association, Inc., "EXPOSITION" means Day at the Races 2010; "EXHIBITOR" means the person or firm on whose behalf tabletop is rented; "LANDLORD" means the Churchill Downs; "EXHIBITOR SERVICE" means any official supplier so named by the Kentucky Restaurant Association, Inc. to act in that capacity.

**5. APPLICATION FOR TABLETOP:** Applications by Exhibitors shall be made on the official application form only. Exhibit Management will promptly accept or reject each application received, and will furnish additional information to each Exhibitor whose application has been accepted. Tabletop will be assigned by the Exhibit Management, guided by the requirements of exhibitors and their choice of location wherever possible. However, Exhibit Management reserves the right to rearrange or renumber the floor plan and relocate any exhibit if it appears necessary for the general good of all exhibitors.

**6. RENTAL:** Tabletop price includes tabletop, two exhibitor representative admittance, one tabletop identification sign per Exhibitor, general guard service and general illumination, water, one electrical outlet, one waste basket and I.D. sign. Any other services required by the Exhibitor must be acquired from the appropriate service contractor and paid for by the Exhibitor, unless otherwise stated in writing by Exhibit Management. Verbal commitments by Landlord, Exhibit Management, Exhibitor, or Exhibitors Service will not be honored. It is the Exhibitors responsibility to obtain written confirmation for permission of any deviation of these rules and regulations.

**7. METHOD OF PAYMENT:** This contract must be signed by a duly authorized agent of the Exhibitor and must be accompanied by payment in full.

**8. CANCELLATIONS:** One half of the tabletop rental will be refunded if cancellation notice is received by October 1, 2010 and space can be rented to another exhibitor. Any exhibitor reserving space that fails to occupy his space by the exposition's opening shall forfeit all rights to the use of assigned space and Exposition Management shall have the right to dispose of such space with no refund to the exhibitor, in such a way as they may consider to be the best interest of the Exposition without any liabilities on the part of the Exhibit Manager, Landlord or Exhibitor's Service.

**9. USE OF SPACE AND SOLICITATION IN EXHIBIT HALL: Display items are restricted to the tabletop only.** Standing in aisles, or in front of tabletops of other Exhibitors, or the intercepting of those attending for advertising purposes is strictly prohibited. Side-show tactics or any undignified method of attracting attention will not be permitted. Distribution of political literature will not be permitted. The Exhibitor will be expected to confine his exhibiting within his tabletop, as defined by Show Management. No verbal commitments will be honored. **THERE WILL BE NO EXCEPTION TO THIS REGULATION.** (NOTE: No person or persons, other than Exhibitors, will be permitted to conduct business in the Exposition hall or on the grounds without the express authorized permission of the Exposition Management. Violators will be escorted from the premises of the landlord. The Exposition Management asks that all Exhibitors abide by the set rules and regulations and to report any known violators to the management for disciplinary action.)

#### **10. RESTRICTIONS IN OPERATION OF EXHIBITS:**

**(a) NOISE MAKING DEVICES:** Exhibits which include the operation of musical instruments, radios, talking motion pictures, public address systems, or any noise making machines must be conducted or arranged so that the noise resulting from the demonstrations will not annoy or disturb adjacent Exhibitors.

**(b) CARE OF BUILDING AND EQUIPMENT:** Exhibitors or their agents shall not injure, deface the walls of the building, the tabletops or the equipment of the tabletops. Exhibitors are forbidden to drive tacks, nails or screw into the walls or woodwork. When such damage appears, the Exhibitor is liable to the owner of the property so damaged.

**(c) FIRE PREVENTION:** All tabletop decorations must be flame proof. Electrical wiring must conform to the National Electrical Code Safety Rules. If inspections indicate that any Exhibitor has neglected to comply with these regulations or otherwise incurs fire hazard, the right is reserved to cancel all or such part of his exhibit as may be irregular. City fire regulations must be observed. All fabrics, decorative or otherwise, must be flame proofed in accordance with the fire prevention requirements of the City, County and State.

**(d) SAFETY PRECAUTIONS.** Exhibitors shall take all necessary precautions for the safety of their personnel, other Exhibitors and all other persons upon the premises, and shall comply with all applicable provisions of federal, state and municipal safety laws, building codes and ordinances to prevent accidents or injuries.

**(e) DRAWINGS AND PRIZES:** All contests, drawings, games and similar activities represented as awarding prizes to winners and implemented from a tabletop, must have advance approval. If you are contemplating such activity in your exhibit, please contact the Kentucky Restaurant Association, Inc. for permission for these activities.

**(f) MAINTENANCE OF TABLETOP:** Exhibitors shall keep their tabletop clean and orderly at all times, and shall not engage in any activity which would unduly interfere with visitors or other Exhibitors, or would be in violation of law, regulations or ordinances. A representative of the Exhibitor shall be attending the tabletop while the Exposition is open to the public.

**(g) CONSTRUCTION:** In general, each Exhibitor is entitled to a reasonable sightline from the aisle, regardless of the size of the exhibit. Specific construction is limited to space rented and must not interfere with the floor space or visual space of other tabletops.

**(h) The Exhibitor agrees to produce his exhibit in dignified taste and in keeping with the reputation and image of the sponsor.**

**(i) ENFORCEMENT:** The Exhibitor agrees to comply strictly with the applicable terms and conditions contained in the agreements between the Landlord, the Sponsor, and Exhibit Management, regarding the Exhibition premises. The Exhibit Management reserves the right to restrict exhibits, which because of noise, method of operation, materials, or any other reason become objectionable, and also to prohibit or evict any exhibit which in the opinion of the Exhibit Management, may detract from the general character of the exhibit as a whole. This reservation includes persons, things, conduct, printed matter, or anything of a character, which the Exhibit Management determines, is objectionable to the exhibit or does not conform to the standards of the Exposition. In the event of such restriction or eviction, the Exhibit Management is not liable for any refund or other exhibit expenses.

**(j) NO ASSIGNMENT OR SUBLETTING:** Exhibitors shall not assign or sublet any space rented by them, nor shall they in any way represent, exhibit, solicit, demonstrate or advertise on behalf of any persons or manufacturer, merchandise, equipment or services, unless such merchandise, equipment or services is sold, distributed or provided on a continuing basis by the Exhibitor.

**11. STORAGE OF PACKING BOXES AND CRATES:** Exhibitors will not be permitted to store empty crates or boxes in tabletops during the exhibit period. Should available storage be needed, material to be stored will be removed to a storage area designated by Exhibit Management at the Exhibitor's Expense. A fire aisle of a width so designated by the fire marshal shall be maintained in the storage area between tabletops.

#### **12. LIABILITY:**

**(A) STATEMENT OF POLICY:** The Exhibit Management, Landlord and Exhibitor Service, and their officers and staff members disclaim all liability for damages, or losses caused any Exhibitor by fire, water, flood, windstorm, utility failures, rodents, acts of vandalism, insurrection, civil disorder, strikes, criminal acts, or theft. Exhibit Management will not be responsible for any failure of electric or other services. Exhibitors wishing to insure their goods must do so at their own expense. If unusual equipment is to be installed, or if appliances that may be subject to fire codes are to be used, the Exhibitor should communicate with Kentucky Restaurant Association, Inc. for information concerning facilities or regulations. No Exhibitor shall allow any article or thing to be brought into, or any act to be done on the premises which will increase the premium on any policy or policies of insurance held by Exhibit Management, the Landlord, or the Exhibitor Services, or which may cause any such policy or policies of insurance to be cancelled. And further, the Exhibitor shall at all times protect, indemnify, save and keep harmless the Exhibit Management, Landlord, and the Exhibitors Service against any and all loss, cost, damage, liability, or expense arising from or out of or by reason of any accident or other occurrence to anyone, including the Exhibitor, its agents, employees, invitees, which arises from or out of or by reason of said Exhibitor's occupancy and use of the Exhibition premises or a part thereof.

**(B) PERTAINING TO THEFT AND LOSS:** The Exhibit Management, Landlord, and Exhibitor Services and their officers and staff members will not be responsible for loss of equipment or damage to equipment.

**(C) The Exhibitor agrees to protect, indemnify, save and keep harmless Exhibit Management, Landlord, and Exhibitors Service against alteration or cancellation of any previously advertised event, or section of the show deemed necessary by the Exhibit Management, Sponsor, Landlord, or Exhibitors Service for the overall success of the show.**

**13.** The Exhibitor shall have the exhibit ready by 9:30 a.m. on November 18, 2010. Exhibits shall not be dismantled or removed before 1:30 p.m. on November 18, 2010 and must be completely removed from exhibit area by 6:00 p.m. November 18, 2010.

**14. INTERPRETATION AND AMENDMENTS:** Exhibition Management shall have the full power to interpret and enforce all rules contained herein, and the power to make amendments thereto, and to enact such further rules and regulations as shall be considered necessary for the proper conduct of the Exhibition.

**15. CORRESPONDENCE:** Address all correspondence relative to exhibits to Stacy Roof, Kentucky Restaurant Association, 133 Evergreen Road, Suite 201, Louisville, Kentucky 40243, Phone (502) 896-0464, fax (502) 896-0465.

