



# INATS® 2021 Virtual Expo Virtual Exhibit Booth Contract June 11-13, 2021

Continues: June 14- July 13, 2021

**Contract Deadline: May 1, 2021**  
**Materials Deadline: June 1, 2021**

Submission of contract does not guarantee booth space.

**EXHIBITOR** (Company or Individual Name): \_\_\_\_\_ (as listed in the Exhibitor's Directory)

Mailing Address \_\_\_\_\_ City: \_\_\_\_\_  
State/Prov: \_\_\_\_\_ Zip/P.Code: \_\_\_\_\_ Country: \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
E-mail \_\_\_\_\_ Website \_\_\_\_\_  
Contact \_\_\_\_\_ Cell \_\_\_\_\_

## PRODUCTS AND/OR SERVICES YOU WILL EXHIBIT:

\_\_\_\_\_

**EXHIBITOR REPRESENTATIVE** (Signatory, if different than primary booth contact): \_\_\_\_\_

The exhibitor representative will work with INATS® on all aspects of the virtual booth, etc. See page 2 section 10.

Mailing Address \_\_\_\_\_ City: \_\_\_\_\_  
State/Prov: \_\_\_\_\_ Zip/P.Code: \_\_\_\_\_ Country: \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
E-mail \_\_\_\_\_ Website \_\_\_\_\_  
Contact \_\_\_\_\_ Cell \_\_\_\_\_

**NEW EXHIBITOR:** [ ] Yes / [ ] No

## INATS® VIRTUAL BOOTH PACKAGE:

Sponsorship Booth, Varies \_\_\_\_\_ [ ]  
Premium \$750 [ ]  
Standard \$500 [ ]  
Self Published / Musician\* \$250 [ ]

\*(Limited to single artist or musician. 3 titles max.)

**Total Booth Fees** \_\_\_\_\_

**MAKE A SPLASH!**  
**SPONSORSHIP PACKAGES AVAILABLE,**  
**SEE PAGE 3 FOR DETAILS**

## PAYMENT OPTIONS:

[ ] PAY BY CHECK

Please make checks payable to INATS. Mail to 2425 Cleveland Ave., #220 • Santa Rosa, CA 95403

[ ] PAY BY CREDIT CARD - (Card holder billing information)

## PAYMENT ENCLOSED: \$ \_\_\_\_\_

Name as it appears on card \_\_\_\_\_  
Address of cardholder (if different than above) \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  VISA  MC  Amex  
Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_  
Billing Zip Code \_\_\_\_\_ Security Code \_\_\_\_\_  
Signature \_\_\_\_\_ Payment Amount \_\_\_\_\_

All regulations on the reverse side of this Contract are applicable to and incorporated into this Contract. Exhibitors are responsible for seeing that those participating adhere to these regulations. The Show reserves the right to require that any violation of any regulation of this Contract be stopped immediately.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

## Please return to:

Scan or photograph and email to [andrew@inats.com](mailto:andrew@inats.com), or Fax to 707.293.9217,

or mail to: INATS® - The Tradeshow for Conscious Living  
2425 Cleveland Ave., #220 • Santa Rosa, CA 95403 •

Phone: 707.293.9189

FOR OFFICE USE ONLY

Date Contract Received \_\_\_\_\_ Booth Assigned \_\_\_\_\_ Price \_\_\_\_\_

# TERMS AND CONDITIONS GOVERNING VIRTUAL BOOTH EXHIBITING

INATS® 2021 Virtual Expo, June 11-13, 2021 with ext. to 7/13/2021

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## GENERAL

1. These Terms and Conditions Governing Virtual Booth Exhibiting (hereinafter "Terms and Conditions"), which shall also serve as the Rules and Regulations, for part of the Contract and Terms for Virtual Exhibitor Booth package (hereinafter "Exhibitor Contract") made between Turning Wheel Co (INATS®) and the Exhibitor. The provisions of the licensing agreement between INATS® and the virtual platform provider which refer to or govern Exhibitors also form part of these Regulations, including any duty imposed on INATS by the licensing authority to defend, indemnify or hold harmless the licensing or leasing authority, on a "pass-through" basis: that is, to the extent INATS® is obliged to defend, indemnify or hold harmless the licensing authority for the acts or omissions of an Exhibitor, that Exhibitor is obliged to defend, indemnify and hold harmless INATS®.

2. Neither the Exhibitor Contract nor any booth or display space request or allocation will be binding on INATS® unless and until the exhibitor accepts to abide by the Exhibition Terms & Conditions, issues payment in accordance with said contract, and said contract is executed by the exhibits staff on behalf of INATS®.

3. If an Exhibitor fails to abide by the regulations of the exhibition as set forth herein or any other governing documents, including but not limited to INATS®'s license and Terms of use with the virtual platform vendor (but only with respect to those clauses which refer, relate, or apply to Exhibitors) or the exhibitor Contract then the Contract between the INATS® and the Exhibitor will be terminated. Terms of Service for virtual platform can be viewed at <https://www.vfairs.com/terms-of-service/>. The exhibition regulations constitute a portion of the Contract between the INATS® and the Exhibitor.

Therefore, any failure on the part of the Exhibitor to comply with the regulations represents a default on, and termination, of the Contract. Should the Contract be terminated in this manner, the Exhibitor shall forfeit, as liquidated damages and not a penalty, the amount paid for space rental regardless of whether or not the INATS® enters into a further lease of the space involved. Interpretation and application of the regulations are within the sole discretion of the INATS®, and decisions by the INATS® are final.

4. Any Exhibitor who does not abide by the Terms & Conditions the Exhibitor may be subject to having their booth deleted from the exhibition and/or forfeit the right to exhibit in the next exhibition. You represent and warrant that all content and materials you provide shall be your original work product and will not be based on, or derived from, the proprietary information or items of a third party. Furthermore, you represent and warrant that your use of the service in connection with any content or third party content complies with all laws including, but not limited to, United States copyright law. You will defend, indemnify and hold INATS® and its affiliates harmless from and against any claims resulting from any content or materials you provide hereunder.

## ELIGIBLE EXHIBITORS

### 5. ELIGIBILITY FOR EXHIBITING:

Participation in INATS® - The Tradeshow for Conscious Living as an exhibitor is limited to those selling products/services directly related to the Conscious Living/Metaphysical Industry on a wholesale basis who display and take orders for the products/services, and serve the interests of INATS®, its members, and registered attendees. INATS® Show management reserves the right to determine the eligibility of any product and/or company for inclusion in the Show.

6. INATS® reserves the right to remove or prohibit any exhibit in whole, in part, or any Exhibitor that in its opinion are not in keeping with the character and purpose of this event.

## EXHIBITOR FEES/PAYMENT SCHEDULE/REFUND POLICY

7. The 2021 Virtual Booth Package rates vary and are listed on pages 1 and 2 of this contract. Full payment for exhibit space is required when submitting the contract to INATS®. Payment via check must be received within ten (10) business days, or Exhibitor's booth will be held from being activated within the virtual platform until payment is received.

## BOOTH CANCELLATION

8. Cancellation of an exhibit booth is required in writing. There are NO REFUNDS on cancellations of a virtual booth package.

## SUBLETTING OF SPACE

9. INATS® strictly prohibits the sharing or "co-opting" of exhibit space unless companies share the same parent company or one company is the subsidiary of the other. Booth sharing requests must be submitted to INATS® for approval prior to 5/1/2021 and proof is required. Contracted exhibitors shall not assign, sublet, or share any space allocated to them nor advertise or display goods other than those manufactured or sold by them in the regular course of

their business. Space assigned to the Exhibitor is for their exclusive use.

## EXHIBITOR REPRESENTATIVE

10. The Exhibitor will be responsible for designating an official authorized agent who will be the exhibitor representative to work with INATS®. This person will oversee and understand all contract issues, including those relating to registration, payment, and submitting assets for the virtual booth set-up. This agent shall receive all official correspondence from INATS® and be responsible for communicating all information to appropriate individuals. Under no circumstances will INATS® be liable, either to the Exhibitor, or to any third party, for any failure by the exhibitor representative to fulfill his, her or its obligations under this clause.

## VIRTUAL BOOTH PACKAGE

11. The Virtual Booth Package includes the following: virtual booth templates, which may be branded with company logo; ability to display and manage all company images, descriptions, product and service details; video upload; brochure upload; matchmaking; scheduled demos; and, ability to capture leads.

## VIRTUAL BOOTH DESIGN & SUBMISSION

12. Completed Exhibitor booth(s) are to be uploaded to the vendor no later than June 1, 2021, unless prior arrangement has been made with the Exhibitor's Manager. INATS® reserves the right to approve booth graphics and request changes be made if it feels images used are in any way inappropriate, in poor taste, or offensive.

## RETAIL/E-COMMERCE SALES

13. E-commerce sales are permitted within an Exhibitor's virtual booth by utilizing the Shopping Cart feature or buy directing customers to the Exhibitor's e-commerce store for ordering, payment, and shipping. INATS® is not and cannot be held responsible for any sales initiated within the INATS 2021 Virtual Expo platform and executed by Exhibitor's and their online sales services.

## SUITCASING/OUTBOARDING

14. INATS® strictly prohibits Suitcasing practices. Suitcasing refers to the practice of companies or persons who attend shows as attendees or exhibitors but "work the aisles" from their suitcase (briefcase), soliciting business from other attendees and exhibitors. For the good of the show, that of the exhibitors supporting the show, and the privacy of its attendees, the only authorized place to conduct business during exhibition hours is within a contracted virtual exhibit booth or as specifically outlined in an event sponsorship agreement. There are to be no sales messaging by nonexhibiting suppliers within Chat functions outside of the Exhibitor's booth during INATS®. There are to be no sales messaging or lead generation by solicitors posing as a registered attendee. All violations will be directed to INATS®. Exhibiting companies are encouraged to protect their investment and report any violations immediately to INATS®.

## CANCELLATION OF EXHIBITION

15. Neither INATS®, Virtual Event Platform Provider, their employees, nor their agents shall have any liability or obligation to the Exhibitor for cancellation or deferral of the exhibition. In the event that the platform on which the exhibition is to be held cannot be virtually conducted because of a software or issue with the hosting platform, so that the exhibition cannot be held, the Exhibitor shall have no cause of action or claim for damages or compensation against INATS® except for the return of any dues or deposits paid toward the 2021 exhibitor fees. In such an event, this contract shall be terminated.

## INDEMNIFICATION

16. Exhibitor agrees to defend, indemnify, and hold harmless INATS® to the same extent and on the same terms that INATS® is required to indemnify the provider of the platform for this virtual convention. Exhibitor agrees to defend, indemnify, and hold harmless INATS® against any claims by any third party which makes claims against INATS® for acts and or negligence of Exhibitor.

## AMENDMENT OF TERMS AND CONDITIONS/OTHER

17. INATS® reserves the right to make changes, amendments, and additions to the terms and conditions at any time. All changes, amendments and additions so made shall be binding on the Exhibitor with the provision that all exhibitors will be advised of any such changes.

18. All matters and questions not specifically covered by these rules and regulations and the Exhibitor Contract are subject to the decision of INATS®, whose decisions will be final.



# INATS® 2021 Virtual Expo Virtual Exhibit Booth Contract June 11-13, 2021

\*Extended - June 14- July 13, 2021

## VIRTUAL BOOTH INFORMATION

### All Virtual Booths Include:

- **Virtual Booth** available for access and engagement by registered retailers on the INATS® 2021 Virtual Expo platform from 6/1/2021 to 7/13/2021\*.
- Selection of virtual **booth layout templates**.
- **Online booth design and set up**.
- **Step-by-step booth set up instructions, video, and live help desk assistance**.
- A **Shopping Cart** feature that allows buyers to place orders directly with you.
- **Direct Chat** with buyers by phone, text, or video.
- A **Virtual "Show Bag"** where buyers can load sales materials from you and receive them all in an email.

### *In addition to all items above, the*

#### **Premium Booth Package Includes: \$750**

- Preferred placement on the show floor
- Select from any five (5) virtual booth layout templates
- Document upload limit - five.
- Video upload limit -five.
- Logo (small) on the home page, any email blasts, and the show home page.

#### **Standard Booth Package Includes: \$500**

- Select from any five (5) virtual booth layout templates
- Document upload limit - three.
- Video upload limit -two.

#### **Independent Authors / Musicians \$250**

##### **Booth Package includes**

- Smaller, customizable virtual booth template ( Limited to Individual Authors and Musicians displaying 3 or fewer titles.)
- Document upload limit - one.
- Video upload limit -one.

## SPONSORSHIPS

### *In addition to the booth,*

#### **Platinum Sponsorship Includes: \$2500**

- Center front placement on the show floor.
- Select from any ten (10) largest virtual booth layout templates.
- Logo (largest) on the home page, any email blasts, the show home page, and the Lobby.
- Unlimited document resources and videos uploads.
- Receive a list of all booth visitors and list of all show attendees.

#### **Gold Sponsorship Includes: \$1500**

- Premium center placement on the show floor.
- Select from any ten (10) large virtual booth layout templates.
- Logo (large) on the home page, any email blasts, the show home page, and the Lobby.
- Unlimited document resources and videos uploads.
- Receive a list of all booth visitors and list of all show attendees.

#### **Silver Sponsorship Includes: \$1000**

- Prominent placement on the show floor.
- Select from any five (5) large virtual booth layout templates.
- Logo (medium) on the home page, any email blasts, the show home page, and the Lobby.
- Unlimited document resources and videos uploads.
- Receive a list of all booth visitors and list of all show attendees.

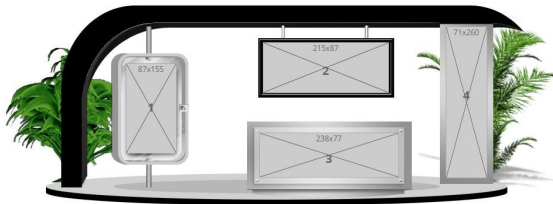
See EXAMPLES of BOOTHS on the back of this page.

\* The INATS 2021 Virtual Expo will be live June 11-13, 2021. For the following 30 days, any live sessions will be offered as recordings only, and the Exhibitor Booths, Shopping Cart, and Direct Chat will still be fully functional.

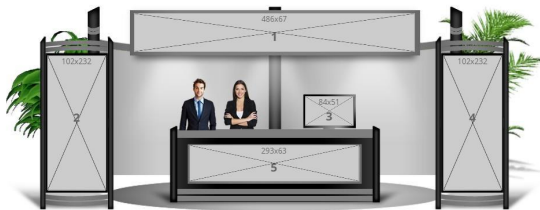
# Virtual Booth Template Examples INATS 2021 Virtual Expo

Each category includes a different number of windows for your logos, graphics, and videos. You can also see each template as an actual booth in a sample show.

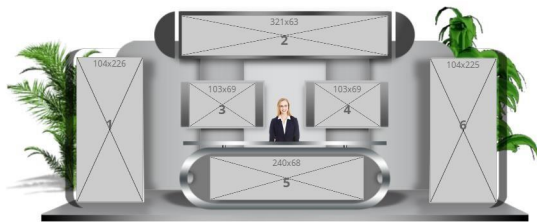
Standard Booths include four panels. You will have a choice of five different designs.



Premium Booths include five panels. You will have a choice of five different designs.



Sponsorship Booths include six or more panels. You will have a choice of five to ten different designs.



Single Author/Musician Booths include 3 panels.



In addition to the visual booth, your booth page will include navigation links to your Shopping Cart, company information, documents, videos, etc. Further detailed information will be available soon.