



Phoenix, Arizona  
January 31-February 2, 2008

## VENDOR APPLICATION

Company: \_\_\_\_\_  
 Primary Contact: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_  
 Address: \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_  
 City: \_\_\_\_\_ St: \_\_\_\_\_ Zip: \_\_\_\_\_ Mobile: (\_\_\_\_) \_\_\_\_\_  
 Email: \_\_\_\_\_ Other: \_\_\_\_\_

**Description of On-Site Activity:** (Vendors may sell merchandise within 944 Super Village deemed that items being sold are pre-approved. Please list the products or services you will display and/or sell. Products for display or sale must conform to Rules on page 4-C, and are limited to items listed below)

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

### BOOTH SPACE OPTIONS (choose one):

\_\_\_\_\_ **Option #1: 10x10 Booth Package** **\$5,000**  
 Includes a 10x10 area with a 10x10 canopy, 1 - 110v/20a electrical outlet, 1 tent light, 8' table, 2 chairs

**Total Booth Space Cost: \$** \_\_\_\_\_

### POWER REQUIREMENTS (choose one):

All Booths come with a standard 110v/20a outlet. Additional Power is available as follows: (Choose One)

\_\_\_\_\_ 110/ 20 amps \$n/c      \_\_\_\_\_ 220 / 30 amp \$ 50      \_\_\_\_\_ 220/ 60 amps \$100  
 \_\_\_\_\_ 110/ 45 amps \$25      \_\_\_\_\_ 220 / 40 amps \$ 75

**Total Power Costs \$** \_\_\_\_\_

**WEBSITE LISTING:**       **Yes**               **No**

Your company name can be listed on the 944 Magazine website. The link is [www.944.com/azsuperbowl](http://www.944.com/azsuperbowl).

**To have your listing linked to your website, include an additional \$75.**

Provide URL: \_\_\_\_\_

**Total Web Site Listing Fee:** \$ \_\_\_\_\_

**ADDITIONAL EQUIPMENT RENTALS:**     **Yes**               **No**

944 Super Village LLC, can assist you in ordering additional equipment for your booth. All 10x10 and 10x20 booths must use tent provided by Event. All equipment will be set & delivered to your booth space prior to move-in.

<u>Item</u>	<u>Cost</u>	<u>Qty</u>	<u>Extended Cost</u>
10x10 Canopy with lights	\$150.00 each	_____	\$ _____
Tent Sidewall	\$2.50 per foot	_____	\$ _____
6' Table with skirting	\$17.00 each	_____	\$ _____
8' Table with skirting	\$20.00 each	_____	\$ _____
Folding Chair	\$5.00 each	_____	\$ _____
25' Electrical Cord	\$10.00 each	_____	\$ _____
Other Equipment	Call for availability & pricing		

**Total Additional Equipment Fees:** \_\_\_\_\_

**PAYMENT INFORMATION**

*Please calculate below costs according to above checked-off needs or requirements*

Total Booth Fees:                    \$ \_\_\_\_\_  
Additional Power Fees:                \$ \_\_\_\_\_  
Web Site Listing:                      \$ \_\_\_\_\_  
Additional Equipment Rentals:        \$ \_\_\_\_\_  
**TOTAL COST:**                        \$ \_\_\_\_\_

Once vendor is approved by appropriate parties, 50-percent deposit must accompany agreement. The remaining balance will be due on January 15, 2008. 100-percent must accompany agreement for vendors who sign after January 15, 2008. \*\*\*

**\*\*\*Remaining 50% will be payment by cashiers check or cash on January 15, 2008. No checks accepted after January 15, 2008.**

I, \_\_\_\_\_, have read and agree to abide by the Rules and Regulations of the Scottsdale Football Celebration and hold harmless 944 Super Village, LLC, and The City of Scottsdale from any and all claims arising out of my operation or product sales at the event.

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

Name  
(type/print) \_\_\_\_\_ Title \_\_\_\_\_

***Fax your application to: 1-866-397-3818***

***OR***

***Mail original copy of application to:***

***944 Media, 4253 N. Scottsdale Rd. Ste. 200, Scottsdale, AZ 85251***

***ATTN: LAB EVENTS & MARKETING***

**APPLICATION DEADLINE: January 7, 2008**

**For more information, please call 310-490-3425 or 310-926-8141**

## **RULES & REGULATIONS**

We, the undersigned, do hereby apply for the reservation of vendor space from 944 Media, LLC. January 31 through February 3 at the Scottsdale Football Celebration. When executed by both parties, this Agreement shall constitute a binding agreement between 944 Media, LLC. Partnership who agrees to rent to the undersigned vendor, and the undersigned vendor, who agrees to rent from 944 Media, LLC, the vendor space, on terms contained herein. Vendor agrees to abide by all Vendor Rules & Regulations. Vendor understands that booth space allocation shall be at the discretion of 944 Media, LLC and that this Agreement shall be legally binding between 944 Media, LLC and the vendor upon acceptance in writing by 944 Media, LLC. Vendor understands and agrees that any change in the information on this Agreement must be made in writing to 944 Media, LLC. It is understood that the event is held RAIN OR SHINE. Neither 944 Media, LLC (its partners, representatives, employees, volunteers, official sponsors, and official contractors), nor the facilities it leases (their representatives and employees) will be liable for the safety of a vendor's property, the vendor's agents or employees from theft, damage by fire or any other cause. Vendor, for itself, its directors, officers, employees, agents, representatives, servants, licensees, invitees, patrons, guests, or contractors and their personal representatives, assigns, heirs and next of kin (herein referred to as "Vendor") hereby releases, waives, discharges and covenants not to sue 944 Media, LLC, their directors, officers, employees, volunteers, agents, representatives, servants, licensees, invitees, patrons, guests or contractors (herein referred to as "Releasees") and each of them, from all liability to Vendor for any and all loss or damage, and any claim or demands therefore on account of injury to the person or property or resulting death of Vendor arising out of or relating to the 944 Media, LLC, whether caused by the negligence of the Releasees or otherwise. Vendor hereby agrees to indemnify, save and hold harmless the Releasees and each of them from and against any loss, liability, damage, or cost Releasees may incur from any and all claims, demands, actions, causes of actions, penalties, judgments, and liabilities of every kind and description (including court costs and reasonable attorneys' fees) for injury to or any death of persons, and damage to and loss of property which are caused by, arise from or grow out of the acts or omissions of Vendor incident to the 944 Media, LLC, or from any breach by Vendor of any term or condition of this Agreement. Vendor hereby assumes full responsibility for any risk of bodily injury, death or property damage arising out of or related to the 944 Media, LLC, whether caused by the negligence of Releasees or otherwise. Vendor hereby confirms that it holds adequate and current liability insurance.

### **VENDOR RULES AND REGULATIONS**

- A. **Novelty Rights:** 944 Media, LLC has exclusive rights to all event novelties (i.e. event t-shirts, event pins, etc.). It is understood that 944 Media, LLC is a registered trademark and may not be used in any manner without prior written permission.
- B. **Legal Compliance:** Vendor shall comply with all Arizona State laws and local ordinances regarding the sale of specialty items. Knives, guns and fireworks are not permitted.
- C. **Vending Restrictions:** The Scottsdale Football Celebration is a family event. At its discretion, 944 Media, LLC reserves the right to prohibit the sales and/or display of any products it considers unsuitable, lude, crude, sexual, objectionable and/or in poor taste and reserves the right to approve any and all items that will be sold before and throughout the show. 944 Media, LLC producers reserves the sole right to determine appropriate product to be distributed and or sold. 944 Media, LLC reserves the right to terminate vendor agreement at any time as determined in the best interest of the event operations.
- D. **Permits & Taxes:** You must acquire your own City of Scottsdale sales tax permit and pay City of Scottsdale sales tax. You are responsible to obtain any other business licenses or permits, which may be required. You are also required to pay all necessary fees, state and other taxes. Contact the city at 602-262-6785 press 4 or visit <http://www.phoenix.gov/PLT/licsvcs.html>
- E. **Booth Space Fees:** Vendor spaces may not be split, shared, resold or sublet. Only the company who is approved to vend their specific products or services will be allowed to display those items or services. Only approved items or services will be allowed to be sold or displayed.
- F. **Electrical Restrictions:** The use of generators is not permitted. The official 944 Media, LLC electrical contractor must fulfill all electrical requirements.
- G. **Vendor Check-In:** All vendors with rigs and/or trailers to be displayed must arrive at the assigned time in order to be placed in the Vendor Village. Vendor will be notified in January 29<sup>th</sup>, 2008 of the assigned placement time. If the trailer or rig does not arrive at the specified location at the assigned time, placement cannot be guaranteed and a refund will not be provided.
- H. **Cancellation of space:** January 15, 2008 - 75% of rental cost retained. After January 15, 2008 - 100% of rental cost retained. EVENT IS HELD RAIN OR SHINE.
- I. **Additional Information:** Additional information and guidelines will be sent prior to the event.
- J. **Insurance:** Vendors must provide proof of insurance listing The 944 Media, LLC., R Entertainment Company, LLC, and The City of Scottsdale as additionally insured by January 15, 2008 or be disqualified from participation in the event.