

# DALLAS MARKET CENTER – AETA INTERNATIONAL TRADE SHOW

This Temporary Lease Agreement ("Agreement") is between Market Center Management Company, Ltd. ("Landlord") located at 2100 Stemmons Freeway, Mailstop 300, Dallas, TX 75207 and the company detailed below ("Tenant"):

COMPANY CONTACT INFORMATION WILL APPEAR EXACTLY AS STATED BELOW IN ALL MARKET LISTINGS

## CONTACT INFORMATION

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Toll Free \_\_\_\_\_ Cell \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

## SHOW DETAILS

### Show Hours:

Thurs., Jan. 14 - Sat., Jan. 16, 2021  
Sun., Jan. 17, 2021

8:30am - 6:00pm  
8:30am - 3:00pm

### Move-in:

Tuesday, January 12, 2021

1:00pm - 10:00pm

### Move-out:

Sunday, January 17, 2021

3:00pm - 8:00pm

## BOOTH PRICES & OPTIONS

### Standard Booth Options:

10' x 10' \$1,050.00  10' x 30' \$3,150.00

10' x 20' \$2,100.00  10' x 40' \$4,200.00

**Bulk Booth Option (500sf +)** \$9.50/sf

Bulk Booth Space Request: \_\_\_\_\_ Square Feet

Total Bulk Booth Price: \_\_\_\_\_

## PAYMENT INFORMATION

Amount Due \$ \_\_\_\_\_ Less Deposit (Minimum 30% of total fee) \$ \_\_\_\_\_ Remaining Balance \$ \_\_\_\_\_ DUE ON NOVEMBER 18, 2020

**30% security deposit due with Lease | Final payment due: November 18, 2020**

A 30% security deposit is due with Lease Agreement. Full payment must be received on or before **November 18, 2020**. After **November 18, 2020**, full payment will be due with Lease Agreement via credit card, cashiers check, or money order. Credit cards will be charged in full on or after this date. Upon signature, this Lease Agreement may not be cancelled, changed or transferred.

Exhibitor acknowledges by their signature they have read the Terms and Conditions and special payment instructions and agrees to abide by same and that Market Center Management Company Ltd. may rely on all information contained herein.

\_\_\_\_\_  
Exhibitor Signature Date

By: Mitzi Tally, Authorized Agent Market Center Management Company, Ltd., Date

### RETURN LEASE AGREEMENT & BOOTH PAYMENT FORM:

Zandy Carnes  
Dallas Market Center  
2100 Stemmons Freeway, MS 300  
Dallas, TX 75207  
p 214-655-6157  
f 214-678-3016  
zcarnes@dallasmarketcenter.com

### FOR OFFICE USE ONLY:

Show Code: \_\_\_\_\_ Floor: \_\_\_\_\_ Booth No: \_\_\_\_\_ S.F. \_\_\_\_\_ Dim. \_\_\_\_\_

Booth Fee: \_\_\_\_\_ Additional Charges: \_\_\_\_\_ Total: \_\_\_\_\_ L.D.: \_\_\_\_\_

Additional Notes: \_\_\_\_\_ PA: \_\_\_\_\_ OR: \_\_\_\_\_ DM: \_\_\_\_\_ GM: \_\_\_\_\_

**AETA INTERNATIONAL TRADE SHOW**  
**2021 LEASE AGREEMENT**  
WEDNESDAY, JANUARY 14 - SUNDAY, JANUARY 17, 2021

## ADDITIONAL COMPANY INFORMATION:

We want to get to know you! Provide a company description and product categories below.

Also, be sure to keep an eye out for an e-mail from [exhibitorhelp@dallasmarketcenter.com](mailto:exhibitorhelp@dallasmarketcenter.com) that will provide access to your Dallas Market Center Online Profile. This online directory is used by Buyers across the market center and is a great platform for them to get to know you on or off market time. You can add a company description, product categories, photos, social media links, contact information, and more!

## COMPANY DESCRIPTION:

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## PRODUCT CATEGORIES:

Select categories that best describe your company and/or lines.

- |  |   |   |   |
|--|---|---|---|
| <input type="checkbox"/> 1 – Accessories                 | <input type="checkbox"/> 39 – Candy                         | <input type="checkbox"/> 73 – Headwear - English    | <input type="checkbox"/> 113 – Sheepskin Products               |
| <input type="checkbox"/> 2 – Animal Healthcare           | <input type="checkbox"/> 40 – Chaps                         | <input type="checkbox"/> 74 – Headwear - Western    | <input type="checkbox"/> 114 – Socks                            |
| <input type="checkbox"/> 3 – Animal Therapy              | <input type="checkbox"/> 41 – Christmas Ornaments           | <input type="checkbox"/> 75 – Helmets               | <input type="checkbox"/> 115 – Software                         |
| <input type="checkbox"/> 4 – Antiques                    | <input type="checkbox"/> 42 – Dog Accessories               | <input type="checkbox"/> 76 – Herbal Products       | <input type="checkbox"/> 116 – Souvenirs                        |
| <input type="checkbox"/> 5 – Apparel - Jeans             | <input type="checkbox"/> 43 – Dog Healthcare                | <input type="checkbox"/> 77 – Home Décor            | <input type="checkbox"/> 117 – Sports Psychology                |
| <input type="checkbox"/> 6 – Apparel - Australian        | <input type="checkbox"/> 44 – Dog Treats                    | <input type="checkbox"/> 78 – Hoods                 | <input type="checkbox"/> 118 – Sportswear                       |
| <input type="checkbox"/> 7 – Apparel - Canine            | <input type="checkbox"/> 45 – Dressage Equipment            | <input type="checkbox"/> 79 – Horse Boots           | <input type="checkbox"/> 119 – Spurs                            |
| <input type="checkbox"/> 8 – Apparel - Casual Sport      | <input type="checkbox"/> 46 – Embroidery/Screen<br>Printing | <input type="checkbox"/> 80 – Horse Feed            | <input type="checkbox"/> 120 – Stable/Stall/ Ranch<br>Equipment |
| <input type="checkbox"/> 9 – Apparel - Childrens         | <input type="checkbox"/> 47 – Engraving                     | <input type="checkbox"/> 81 – Horse Treats          | <input type="checkbox"/> 121 – Stall Supplies                   |
| <input type="checkbox"/> 10 – Apparel - Country          | <input type="checkbox"/> 48 – Equipment                     | <input type="checkbox"/> 82 – Information Services  | <input type="checkbox"/> 122 – Stationery/<br>Note Cards        |
| <input type="checkbox"/> 11 – Apparel - Dressage         | <input type="checkbox"/> 49 – Farrier Supplies              | <input type="checkbox"/> 83 – Jeans                 | <input type="checkbox"/> 123 – Stirrups                         |
| <input type="checkbox"/> 12 – Apparel - English          | <input type="checkbox"/> 50 – Fence Products                | <input type="checkbox"/> 84 – Jewelry               | <input type="checkbox"/> 124 – Store Equipment                  |
| <input type="checkbox"/> 13 – Apparel - Horse            | <input type="checkbox"/> 51 – Foods                         | <input type="checkbox"/> 85 – Knives                | <input type="checkbox"/> 125 – Strap Goods                      |
| <input type="checkbox"/> 14 – Apparel - Leather          | <input type="checkbox"/> 52 – Footwear -<br>Accessories     | <input type="checkbox"/> 86 – Leather Care/Therapy  | <input type="checkbox"/> 126 – Sunglasses                       |
| <input type="checkbox"/> 15 – Apparel - Outerwear        | <input type="checkbox"/> 53 – Footwear - English            | <input type="checkbox"/> 87 – Leather Craft         | <input type="checkbox"/> 127 – Supplements                      |
| <input type="checkbox"/> 16 – Apparel -<br>Square Dance  | <input type="checkbox"/> 54 – Footwear - Rubber             | <input type="checkbox"/> 88 – Leather Wholesale     | <input type="checkbox"/> 128 – Sweats/Athletic Wear             |
| <input type="checkbox"/> 17 – Apparel - Weather          | <input type="checkbox"/> 55 – Footwear - Safety             | <input type="checkbox"/> 89 – Leg Protection        | <input type="checkbox"/> 129 – Synthetic Footing                |
| <input type="checkbox"/> 18 – Apparel - Western          | <input type="checkbox"/> 56 – Footwear - Shoes              | <input type="checkbox"/> 90 – Luggage               | <input type="checkbox"/> 130 – T-Shirts                         |
| <input type="checkbox"/> 19 – Apparel - Women            | <input type="checkbox"/> 57 – Footwear - Western            | <input type="checkbox"/> 91 – Machinery/ Hardware   | <input type="checkbox"/> 131 – Tack - English                   |
| <input type="checkbox"/> 20 – Apparel - Work             | <input type="checkbox"/> 58 – Footwear - Work               | <input type="checkbox"/> 92 – Media                 | <input type="checkbox"/> 132 – Tack - Nylon                     |
| <input type="checkbox"/> 21 – Artwork                    | <input type="checkbox"/> 59 – Furniture                     | <input type="checkbox"/> 93 – Merchandise Display   | <input type="checkbox"/> 133 – Tack - Western                   |
| <input type="checkbox"/> 22 – Artwork/Sculpture          | <input type="checkbox"/> 60 – Games                         | <input type="checkbox"/> 94 – Novelty Items         | <input type="checkbox"/> 134 – Textile Care Products            |
| <input type="checkbox"/> 23 – Associations               | <input type="checkbox"/> 61 – Gifts                         | <input type="checkbox"/> 95 – Packaging             | <input type="checkbox"/> 135 – Toys                             |
| <input type="checkbox"/> 24 – Bareback Riding Pads       | <input type="checkbox"/> 62 – Giftwrap &<br>Accessories     | <input type="checkbox"/> 96 – Paper Products        | <input type="checkbox"/> 136 – Trailers                         |
| <input type="checkbox"/> 25 – Bedding                    | <input type="checkbox"/> 63 – Gloves                        | <input type="checkbox"/> 97 – Personal Care         | <input type="checkbox"/> 137 – Training/Schooling<br>Equipment  |
| <input type="checkbox"/> 26 – Belts/Handbags/<br>Wallets | <input type="checkbox"/> 64 – Golf Cars                     | <input type="checkbox"/> 98 – Pest Control          | <input type="checkbox"/> 138 – Travel Boots                     |
| <input type="checkbox"/> 27 – Bits                       | <input type="checkbox"/> 65 – Greeting Cards                | <input type="checkbox"/> 99 – Publications          | <input type="checkbox"/> 139 – Trophies/Awards                  |
| <input type="checkbox"/> 28 – Blankets/Sheets            | <input type="checkbox"/> 66 – Grooming Products -<br>Animal | <input type="checkbox"/> 100 – Racks and Trees      | <input type="checkbox"/> 140 – Trunks/ Accessories              |
| <input type="checkbox"/> 29 – Books/Magazines            | <input type="checkbox"/> 67 – Grooming Products -<br>Human  | <input type="checkbox"/> 101 – Retail Aids          | <input type="checkbox"/> 141 – Vests                            |
| <input type="checkbox"/> 30 – Boot Tips/Caps             | <input type="checkbox"/> 68 – Handbags                      | <input type="checkbox"/> 102 – Rider Healthcare     | <input type="checkbox"/> 142 – Videos/DVD/CD                    |
| <input type="checkbox"/> 31 – Bridlework                 | <input type="checkbox"/> 69 – Hardware/Trim                 | <input type="checkbox"/> 103 – Riding Underwear     | <input type="checkbox"/> 143 – Walking Sticks                   |
| <input type="checkbox"/> 32 – Browbands                  | <input type="checkbox"/> 70 – Headwear                      | <input type="checkbox"/> 104 – Rodeo Equipment      | <input type="checkbox"/> 144 – Whips/Crops                      |
| <input type="checkbox"/> 33 – Brushes                    | <input type="checkbox"/> 71 – Headwear -<br>Accessories     | <input type="checkbox"/> 105 – Saddle Pads          |   |
| <input type="checkbox"/> 34 – Buckets/Feeders            | <input type="checkbox"/> 72 – Headwear - Australian         | <input type="checkbox"/> 106 – Saddle Stands Totes  |   |
| <input type="checkbox"/> 35 – Buckles                    |   | <input type="checkbox"/> 107 – Saddles - Australian |   |
| <input type="checkbox"/> 36 – Business Services          |   | <input type="checkbox"/> 108 – Saddles - English    |   |
| <input type="checkbox"/> 37 – Calendars                  |   | <input type="checkbox"/> 109 – Saddles - Western    |   |
| <input type="checkbox"/> 38 – Candles                    |   | <input type="checkbox"/> 110 – Safety Products      |   |
|  |   | <input type="checkbox"/> 111 – Safety Vests         |   |
|  |   | <input type="checkbox"/> 112 – Security Products    |   |

# TERMS & CONDITIONS 2021 LEASE AGREEMENT

THURSDAY, JANUARY 14 - SUNDAY, JANUARY 17, 2021

1. This agreement represents a request for space only and does not entitle the Exhibitor to exhibition space until approved by Landlord. Landlord reserves the right to refuse any and/or all requests for space. Exhibitor warrants that all information provided herein is true and correct. In the event Exhibitor does not participate in a Market for any reason, Payment will not be refunded or transferred to another Market.
2. If an Exhibitor's request for space is approved and a booth assignment is made (hereafter referred to as "Leased Premises"), a copy of this agreement will be returned to the approved Exhibitor (hereafter referred to as "Exhibitor") and will serve as a binding Lease Agreement by and between Exhibitor and Market Center Management Company, Ltd., as "Landlord". The term of this Lease Agreement shall be during the applicable Market dates as specified herein. This Lease Agreement is not cancellable for any reason. Exhibitor agrees to pay to Landlord the full amount due for the Leased Premises.
3. Floor plans and booth assignments are solely at Landlord's discretion and are subject to change at any time. Market dates, Market locations and merchandise categories are solely at Landlord's discretion and are subject to change or cancellation at any time.
4. Exhibitor requests for booth relocation are subject to Landlord's approval. If approved, the Exhibitor is subject to additional charges and fees by Landlord and Contractors.
5. By their execution, Exhibitor and its agents, employees and invitees agree to abide by and comply fully with all Terms and Conditions set forth herein as well as any additional rules and regulations that may be set out by Landlord. Failure to comply with same shall constitute default by Exhibitor. Upon the occurrence of any default by Exhibitor, Landlord may terminate this Lease Agreement whereupon Landlord may retain any deposits and amounts of rent theretofore paid by Exhibitor. Exhibitor personnel and representatives may not enter the exhibit space of another exhibitor without permission from that exhibitor, and at no time may anyone enter an exhibit space that is not staffed. Exhibitors are prohibited from taking photographs, filming, or taping the exhibit or product of another exhibitor. Exhibitor agrees to surrender film or tape immediately upon request by Landlord.
6. Exhibitor shall use the Leased Premises solely for the purpose(s) of exhibiting merchandise, goods, wares and personal property fully described elsewhere on this agreement and for no other purpose. Assigning or Subletting of the Leased Premises is prohibited and Landlord reserves the right in its sole discretion to expel an assignee or sublessee from the applicable Market without notice. No Exhibitor shall display any product which infringes upon the registered trademark, copyright or patent of another company.
7. Exhibitor agrees to indemnify and hold harmless Market Center Management Company, Ltd., International Trade Plaza 2015, L.P., WTC-Trade Mart 2015, L.P., AM Campus, L.P., WTC Trade Mart Fee, L.P., ITP Fee, L.P., Market Center Land, L.P., its partners, its affiliated companies, their officers, directors, shareholders, employees and agents from and against all claims, damages, liens, causes of action, suits, judgments and expenses, including attorney fees, which may arise out of or in any way relate to events held at the Dallas Market Center, specifically, personal injury or death, even if caused by the negligence of Market Center Management Company, Ltd., International Trade Plaza 2015, L.P., WTC-Trade Mart 2015, L.P., AM Campus, L.P., WTC Trade Mart Fee, L.P., ITP Fee, L.P., Market Center Land, L.P., its partners, affiliated companies, their officers, directors, shareholders, employees and agents.
8. Exhibitor liability includes but is not limited to personal injury caused by water spills, leakage or display breakdowns, property damage to other exhibitors' (either other temporary exhibitors or permanent exhibitors of Landlord) or Landlord's property, exhibit space or premises caused by water spills, leakage or display breakdowns. Exhibitor shall maintain commercial general liability insurance and insurance providing protection to Exhibitor for theft and/or damage to Exhibitor's property or products. Upon Request, Exhibitor shall provide a certificate of insurance to Landlord evidencing the required coverage. All personal property belonging to an Exhibitor that is in or on any part of the Leased Premises or on the Dallas Market Center complex shall be there at the risk of the Exhibitor only, and Landlord, Landlord's partners, its affiliated companies, their officers, directors, shareholders, employees and agents shall not be liable for any damage thereto or for the theft or misappropriation thereof.
9. Exhibitor shall not attach anything to the pipe and drape and/or any other part of the structure that makes up the exhibit booth. The pipe and drape structure of the exhibit booth is not load bearing, and all product and/or fixtures belonging to the Exhibitor must be free standing or attached to a display provided by Exhibitor. Any violation of the terms of this paragraph by Exhibitor may be considered an event of default hereunder and Landlord reserves the right to remove any item found attached to the booth structure at Exhibitor's expense or to terminate Exhibitor's right to exhibit during the Market. In such event, Landlord shall not be required to refund to Exhibitor the fees paid to Landlord for such Market. Exhibitor agrees to indemnify Market Center Management Company, Ltd., International Trade Plaza 2015, L.P., WTC-Trade Mart 2015, L.P., AM Campus, L.P., WTC Trade Mart Fee, L.P., ITP Fee, L.P., Market Center Land, L.P. and Global Experience Specialists, Inc. from any and all loss, cost or expense, including, but not limited to, claims for personal injury or death and property damage that may be caused by or arise as a result of Exhibitor attaching product or fixtures to the booth structure.
10. Exhibits must remain completely intact and within the confines of the Leased Premises during all scheduled Market hours. The Leased Premises must be staffed during all scheduled Market hours. Exhibitors arriving late and/or leaving early are subject to expulsion, fine or to cancellation of contracts for any future markets.
11. No sample sales or delivery of merchandise are permitted during the Market in all categories.
12. Exhibit space not claimed by 6:00 p.m. on the day immediately prior to the opening day of the Market shall revert to the Landlord to be utilized at its sole discretion. In such event, Exhibitor forfeits any and all deposits, rental or other monies therefore paid to Landlord.
13. All Exhibitors and its officers, agents, employees or other representatives shall obtain passes from Exhibitor Registration and wear such passes while at Dallas Market Center at all times.
14. Landlord reserves the right to move or remove from the Market any Exhibitor and/or its representative or exhibit for the good of the Market. Events or circumstances not covered in these operations policies and procedures may be subject to consideration and stipulations as deemed appropriate by the Landlord.
15. This Lease Agreement shall be subject and subordinate at all times to: (a) all ground or underlying leases now existing or which may be subsequently executed affecting the project ("Ground Lease"), (b) the lien or liens of all mortgages and deeds of trust in any amount or amounts now or subsequently placed on the project or Landlord's interest or estate in the project ("Financing Lien"), and (c) all renewals, modifications, consolidations, replacements and extensions of any Ground Lease or Financing Lien. In the event of the enforcement by the lessor under any such Ground Lease or by the holder of any Financing Lien of the remedies provided for by law or by such Ground Lease or Financing Lien, or in the event of the transfer of the project or Landlord's interest or estate in any party of the project by deed in lieu of foreclosure, Exhibitor, upon request of any person or party succeeding to the interest of Landlord as a result of such enforcement or deed in lieu of foreclosure, automatically will become the tenant of such successor in interest without change in the terms and provisions of this lease.
16. Exhibitors will be charged an additional fee of \$35 each time a check or credit card is returned to Landlord or is declined by the credit card provider for non-payment or insufficient funds.
17. No birds or other animals shall be brought into or kept in, on or about the Dallas Market Center complex or any Exhibitor's premises (except for seeing-eye dogs).
18. Dallas Market Center permanent graphics, signs or displays may not be visibly blocked in any manner, covered with temporary signs or repositioned.
19. If your product(s) and/or product demonstration produces sound that may be disruptive to neighboring exhibitors, we ask that you be mindful of volume at all times. Should Landlord receive complaint(s) regarding the noise level coming from your booth, you will be required to lower the volume and possibly eliminate the activity all together. The performance or use of live or mechanically-produced music that is such type as to come under the jurisdiction of any of the performing rights organizations including, but not limited to, organizations such as the American Society of Composers, Authors and Publishers, (collectively "Organizations") is strictly prohibited, unless you can provide us written evidence either (a) that any required licensing fees have been previously paid to the appropriate Organizations to cover the period of the Market; (b) that you have express permission from the copyright owner to perform the music at the Market; or (c) that you, in fact, are the owner of the copyright. This may be accomplished by providing Landlord with a copy of an agreement with the appropriate Organizations with respect to such licensing fees, a copy of an agreement with the copyright owner granting you permission to perform such music, or written representation that you are the copyright owner of the music to be used. Express permission from the copyright owner relating to reproduction and/or distribution rights, does not include performance rights; hence the copyright authorization that provided must specifically reference performance rights. Moreover, U.S. copyright laws contain no exemption allowing performance of such music at a tradeshow for purposes of promoting sales of that music. Exhibitor must provide the above-mentioned requested evidence prior to the Market.
20. Exhibitor agrees to comply with the laws and regulations set forth for public accommodation by the Americans with Disabilities Act ("ADA") and applicable state and local law. Exhibitor further agrees and warrants that any exhibit booth, display or other contrivance placed in the exhibit space licensed to Exhibitor shall at all times comply with the ADA and applicable federal, state and local law, including accessibility, usability and configuration.
21. If Exhibitor has a current lease for a permanent space at the Dallas Market Center complex, Exhibitor account must be current as of the first day of the show in order for Exhibitor to participate in the temporary show.
22. Signatures of the Exhibitor on copies of the lease agreement transmitted by electronic or telephonic means and or electronically submitted contracts without a signature, shall have the same legal effect as an originally drawn signature, and shall be binding upon Exhibitor.
23. In the event the Show involves the apparel industry, modeling of such display merchandise will be permitted only in the Exhibitor's assigned space.
24. Exhibitor hereby grants to show management an irrevocable, non-exclusive license to use, without further compensation, Exhibitor's trade name, product images and/or description of the nature of the Exhibitors business, in any print, electronic or other media advertising or marketing programs of show management and Exhibitor shall cooperate with show management in carrying out such advertising and marketing.

Exhibitor Signature

Date

**PLEASE SUBMIT PAYMENT IN ONE OF TWO WAYS:**

**PAYMENT BY CHECK**

Attach company check, cashier's check, or money order payable to Market Center Management Company, Ltd. to this form and mail to address below. Company or personal checks cannot be accepted in the period two weeks prior to show date. Payment during the period two weeks prior to show date, if by check, must be a cashier's check or money order. There is a \$35 charge for returned checks.

NOTICE: FULL BILLING ADDRESS IS REQUIRED WITH CREDIT CARD INFORMATION.

**PAYMENT BY CREDIT CARD**

In lieu of my credit card imprint, I \_\_\_\_\_ hereby authorize Market Center Management Company, Ltd. to charge the below credit card:

- MasterCard                       American Express                       Visa

\_\_\_\_\_ company name                      \_\_\_\_\_ card holder name as it appears on the card  
\_\_\_\_\_ credit card billing address (street, po box, etc)                      \_\_\_\_\_ city, state, zip  
\_\_\_\_\_ card holder phone  
\_\_\_\_\_ card number                      \_\_\_\_\_ exp. date                      \_\_\_\_\_ security code (reverse side of card)  
\$ \_\_\_\_\_ deposit amount to be charged upon receipt of application                      \_\_\_\_\_ date to be charged  
\$ \_\_\_\_\_ remaining balance to be charged                      \_\_\_\_\_ date to be charged

This represents payment for the January 2021 AETA International Trade Show. By signing below, I agree to the Terms and Conditions stated herein. There will be a \$35 charge for declined credit card.

A 30% deposit is due with Lease Agreement. Full payment must be received on or before **November 18, 2020** via credit card, cashiers check, or money order. Credit cards will be charged in full on or after this date. Upon signature, this Lease Agreement may not be cancelled, changed or transferred.

Exhibitor acknowledges by their signature they have read the Terms and Conditions and special payment instructions and agrees to abide by same and that Market Center Management Company, Ltd. may rely on all information contained herein.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

effective 07/01/2020

**RETURN LEASE AGREEMENT & BOOTH PAYMENT FORM:**  
Zandy Carnes  
Dallas Market Center  
2100 Stemmons Freeway, MS 300  
Dallas, TX 75207  
p 214-655-6157  
f 214-678-3016  
zcarnes@dallasmarketcenter.com

**PAYMENT FORM**  
**2021 LEASE AGREEMENT**

THURSDAY, JANUARY 14 - SUNDAY, JANUARY 17, 2021

# PLEASE RETURN WITH LEASE

Please complete the following information **EXACTLY** as you would like it to appear on this Booth Identification Sign. Use capitalization and punctuation only where desired. If this is not completed, only the company name as listed on the Lease Agreement will appear on Signage. Any changes to Signage at Show Site will be at the expense of the Exhibitor.

**No websites or categories allowed on booth signs.**

## SIGN

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**COMPANY NAME**

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**LINE**

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**LINE**

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**LINE**

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**LINE**

**BOOTH #**

**SIGNAGE FORM**  
**2021 LEASE AGREEMENT**

THURSDAY, JANUARY 14 - SUNDAY, JANUARY 17, 2021



**ALL EXHIBITORS MUST RETURN THIS FORM BY JULY 30, 2020**  
**\*\*\*THIS FORM IS REQUIRED IN ORDER TO ASSURE YOUR BOOTH IS SET PROPERLY\*\*\***

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Booth #

The below equipment is provided at NO CHARGE per 100sf booth. Additional booth furnishings are available for a fee. Please include a booth rendering if you require special placement for any equipment. If you will be bringing a custom booth and do not need any equipment please specify below.

**Booth Package:**

8' Black Banjo Drapе Back Walls / 3' Black Banjo Drapе Side Walls

(1) 6' Black Skirted Table

(2) Chairs

Wastebasket

Booth ID Sign

If different from the above, specify quantity of equipment needed:

\_\_\_\_ Chairs \_\_\_\_ Tables

**EXHIBITOR WILL BE CHARGED FOR ANYTHING OVER PACKAGE QUANTITY**

Note: Electricity is NOT included and can be ordered from GES.

**Custom Booth Provided By Exhibitor**

**Special Requests:**

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

**RETURN FORM WITH LEASE OR TO  
ZANDY CARNES BY 12/28/20  
E) ZACARNES@DALLASMARKEТCENTER.COM  
F) 214.678.3016**

**NOTE: ANY ADDITIONAL EQUIPMENT BEYOND THE ALLOTTED  
BOOTH QUANTITY WILL BE AT THE EXHIBITOR'S EXPENSE.**

**BOOTH PACKAGE ORDER FORM**  
**2021 LEASE AGREEMENT**  
THURSDAY, JANUARY 14 - SUNDAY, JANUARY 17, 2021  
DUE: DECEMBER 28, 2020

## DATES

AETA INTERNATIONAL TRADE SHOW  
JANUARY 14-17, 2021

## MAIL, FAX, OR E-MAIL CONTRACT TO:

Zandy Carnes  
Dallas Market Center  
2100 Stemmons Freeway MS 300  
Dallas, Texas 75207  
Fax: 214-710-2154  
E-mail: [zcarnes@dallasmarketcenter.com](mailto:zcarnes@dallasmarketcenter.com)

## SHOW HOURS

Thurs., Jan. 14 - Sat., Jan. 16 2021 8:30am - 6:00pm  
Sun., Jan. 17, 2021 8:30am - 3:00pm

## MOVE-IN

Tues., Jan. 12, 2021 1:00pm - 10:00pm

## MOVE-OUT

Sun., Jan. 17, 2021 3:00pm - 8:00pm

## SHIPPING ADDRESS

Company Name & Booth#  
Hold For: AETA Intl. Trade Show  
C/O GES  
World Trade Center, 12th Floor  
2050 Stemmons Freeway  
Dallas, TX 75207, USA

## CONTACTS

AETA International Trade Show  
Zandy Carnes 214-655-6157  
[zcarnes@dallasmarketcenter.com](mailto:zcarnes@dallasmarketcenter.com)

## DEADLINES CHECKLIST

Full Booth Payment Due	November 18, 2020
Booth Package Form Due	December 16, 2020
GES Electrical Order Form Due	December 28, 2020
Telephone/Internet Order Forms Due	December 28, 2020
Exhibitor Badge / Show Site	December 28, 2020
Contact Forms	December 28, 2020

## GLOBAL EXPERIENCE SPECIALISTS (GES) CONTACT INFO

Phone: 855-384-3965  
Fax: 214-443-2589  
E-mail: [GES\\_DMCEvents@ges.com](mailto:GES_DMCEvents@ges.com)

## BOOTH PACKAGE \*PER EVERY 100 SF

- Pipe & Banjo Drape Walls (back wall 8' / side wall 3' tall)
- (2) Chairs
- (1) 6' Skirted Table
- (1) Wastebasket
- (1) Booth ID Sign

## TRAVEL

Getting here should be easy. That's why we created our own travel department and staffed it with people who want to ensure your market travel is easy and affordable.

- Full service travel planning online, where you can book airfare, rental car and your hotel all in one place
- MarketTravel® delivers substantial savings with generous discounts

Visit: [dallasmarketcenter.com](http://dallasmarketcenter.com)  
Call: 214-744-7444

# FAST FACTS

## 2021 LEASE AGREEMENT

THURSDAY, JANUARY 14 - SUNDAY, JANUARY 17, 2021