



DALLAS MEN'S SHOW Lease Agreement

Dear Dallas Men's Show Exhibitor:

Please see the attached lease agreement for the upcoming August 13 - 15, 2011 Dallas Men's Show. Thanks to you, your efforts and participation have helped create a show that stands apart from the others.

Please note that upon receipt of the lease agreement and payment, you will

- Receive a list of attending retailers from prior show.
- Have your lines listed in the Men's Show Directory, deadline is July 13, 2011.
- Be invited to the Men's Show party that will take place during the show.

For the August Dallas Men's Show, *Move-in will be August 11 - 12, 2011, 8:00 am to 5:00 pm only.* Early move-in and early appointments will not be allowed.

As the Dallas Men's Show is an appointment-driven show, we encourage you to fully utilize the retailer list provided. Also, be sure to contact those stores that have not been attending regularly. The more advance preparation you do increases your potential for a successful market.

We appreciate your continued support of the Dallas Men's Show and look forward to working with you in August.

Please do not hesitate to contact me at 214-655-6231 with any questions.

Sincerely,

Lynn Bahr
Leasing Director
Dallas Market Center
Phone: 214.655.6231
Fax: 214.655-7646
Email: lbahr@dmcmail.com



DALLAS MEN'S SHOW Lease Agreement / Temporary

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

company name	_____	dba	_____
contact name	_____	title	_____
address	_____	city, state, zip	_____
phone	_____	fax	_____
email	_____	web	_____

30% deposit is due with lease agreement.

Final Payment..... July 13, 2011

Directory Deadline..... July 13, 2011

Sponsorship Signage Deadline July 12, 2011

Move-in	Thurs. & Fri., Aug. 11-12, 2011 8am - 5pm
	* Dock closes at 4:30 pm
Show Hours	Sat. - Sun. 8:30am - 6:00pm
	Mon. 8:30 am - 4:00 pm

Merchandise Description: _____

Please send brochures, catalogs or photographs/slides of your merchandise (non-returnable), or indicate your company's web site if product is shown. Do not submit actual merchandise. Please include a booth photo if available.

Temporary Booth Incentive Package:

- 10x10 - \$1,250.00
- 10 x 20 - \$2,500.00

Payment Information

Total Amount Due _____ Required Deposit (Minimum 30% of total fee) _____ Remaining Balance (due July 13, 2011) _____

Booth furnishings order form must be completed and returned before **August 1, 2011** to receive complimentary booth equipment.

A 30% deposit is due with Lease Agreement. Full payment must be received no later than **July 13, 2011**. After **July 13, 2011**, 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 Dallas Market Center Operating, L.P.® may rely on all information contained herein.

Exhibitor Signature _____ Date _____

Dallas Market Center Operating, L.P.

By: Mitzi Tally, Authorized Agent _____ Date _____

Return Lease Agreement, Payment Form and Product Information to:
DMC Temps • 2100 Stemmons Freeway, MS 410 • Dallas, TX 75207 p 214.655.6231 • 800.325.6587 • f 214.655.7646 • dallasmarketcenter.com

FOR OFFICE USE ONLY:

Show Code: _____	Floor: _____	Booth No: _____	S.F. _____
Booth Fee: _____	Additional Charges: _____	Total: _____	L.D. _____



DALLAS MEN'S SHOW

Payment Form

BOOTH PAYMENT FORM

Please submit payment in one of two ways:

Payment by check:

Attach company check, cashier's check, or money order payable to Dallas Market Center Operating, L.P. 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. \$35 charge for returned checks.

Payment by credit card:

In lieu of my credit card imprint, I _____ hereby authorize Dallas Market Center Operating, L.P. to charge the below credit card:

- MasterCard American Express Visa

_____	_____
cardholder name as it appears on the card	expiration date
_____	_____
credit card billing address (street, p.o. box, etc.)	city, state, zip
_____	_____
card number	security code (see reverse side of card)
_____	_____
deposit amount to be charged	date to be charged (upon receipt of application)
_____	_____
remaining balance to be charged	date to be charged (mm/dd/yy)
_____	_____
signature	date

This represents payment for the 2011 August Dallas Men's Show. By signing below, I agree to the terms and conditions stated herein. There is a \$35 charge for a declined credit card.

Special Payment Instructions: Minimum 30% Deposit is due with application. Final payment will be due July 13, 2011. After July 13, 2011, full payment is due with application. Credit cards will be charged in full on or after this date. Please note, payment will not be refunded or transferred to another show for any reason. No exceptions. \$100 late fee for contracts received less than 30 days prior to the show.

By their signature, Cardholder authorizes Dallas Market Center Operating, L.P. to charge the credit card above on the dates above for the amounts above.

Exhibitor acknowledges by their signature they have read the terms and conditions and special payment instructions and agrees to abide by same and that Dallas Market Center Operating, L.P. may rely on all information contained herein.

signature date

Mail:

Lynn Bahr
Dallas Market Center
2100 Stemmons Frwy, MS 410
Dallas, Texas 75207

Fax:

214-655-7646



DALLAS MEN'S SHOW Directory Form

DIRECTORY LISTING & SIGNAGE FORM

ALL EXHIBITORS MUST COMPLETE THIS FORM FOR INCLUSION IN THE SHOW DIRECTORY. ALL FORMS MUST BE RETURNED BEFORE JULY 13, 2011. Any information received after July 13, 2011 will be listed in the late listing and/or on the website. Company name and lines will be listed on signage.

company name (as will be printed in directory and signage) _____ showroom/booth # _____

sales rep(s) _____ sales rep(s) _____

address _____ city, state, zip _____

phone _____ fax _____

email _____ website _____

LINES EXHIBITED:

line name _____ line name _____

line name _____ line name _____

line name _____ line name _____

line name _____ line name _____

line name _____ line name _____

line name _____ line name _____

line name _____ line name _____

line name _____ line name _____

RETURN FORM TO:

Mail:
Lynn Bahr
Dallas Market Center
2100 Stemmons Frwy, MS 410
Dallas, Texas 75207

Fax:
214-655-7646



DALLAS MEN'S SHOW Booth Package Order Form

BOOTH FURNISHINGS ORDER FORM

ALL EXHIBITORS MUST FAX THIS FORM BY AUGUST 1, 2011 TO (214)879-8339

*****THIS FORM IS REQUIRED IN ORDER TO ASSURE YOUR BOOTH IS SET PROPERLY*****

company name		showroom/booth #
address		city, state, zip
phone	fax	
ordered by	date	booth size

Please check ONE of the following packages to let us know your preference of booth equipment per 3m x 3m space to be included in your booth at NO charge. Additional booth furnishings are available at an additional cost. SEE ORDER FORM, PAGE 2.

Apparel Package

- 3mx3m GEM with White wall inserts
- Track lighting with 3 spotlights
- 6m of hanging bars and 2 show bars
- 3 side chairs
- 6ft x 30" table, covered and skirted
- 1 Wastebasket
- Booth Identification Sign

Accessories Package

- 3mx3m GEM with White wall inserts
- Track lighting with 3 spotlights
- 5 shelves (shelf dimensions are 12" deep by 37.5" wide by 1" thick)
- 3 side chairs
- 6ft x 30" table, covered and skirted
- 1 Wastebasket
- Booth Identification Sign

Apparel/Accessories Package

- 3mx3m GEM with White wall inserts
- Track lighting with 3 spotlights
- 3m of Hanging Bars and 3 Shelves
- 3 side chairs
- 6ft x 30" table, covered and skirted
- 1 Wastebasket
- Booth Identification Sign

NOTE: IF WE DO NOT RECEIVE THIS FORM BY AUGUST 1, 2011 YOUR BOOTH WILL BE SET WITH BOOTH PACKAGE #3 AND ANY ADDITIONAL EQUIPMENT REQUIRED WILL BE AT EXHIBITOR'S EXPENSE!

IF YOU REQUIRE ADDITIONAL EQUIPMENT, PLEASE ORDER USING PAGE 2 OF THIS FORM. ALL ORDERS MUST BE RECEIVED BY AUGUST 1, 2011



DALLAS MEN'S SHOW Additional Equipment Order Form

ADDITIONAL BOOTH FURNISHINGS ORDER FORM - PAGE 2

Complete this page ONLY if you require additional equipment other than what is provided in the booth package (see previous page). Equipment ordered from this page will be at exhibitors expense.
Please fax the additional booth furnishings order form to 214-879-8339 before **AUGUST 1, 2011**.

_____		_____
company name		showroom/booth #
_____		_____
address	city, state, zip	
_____		_____
phone	fax	
_____		_____
ordered by	date	booth size

ADDITIONAL EQUIPMENT MAY BE ORDERED AT AN ADDITIONAL CHARGE, AS LISTED BELOW:

Please indicate desired quantity below:

	Discount*	Standard*
____ Skirted table (w/plastic table cover), 4' X 30"	No Charge	
____ Skirted table (w/plastic table cover), 6' X 30"	No Charge	
____ Chairs	No Charge	
____ Shelves, 12" x 37 1/2"	\$40.00	\$52.00
Circle Selection: Straight Angled		
____ Clothing Hanging Bar, w/supports, 9' x 8"	\$50.00	\$65.00
____ Freestanding grid, 2' x 7'	\$64.50	\$83.85
____ Risers, Single Step, 4' Long	\$28.00	\$36.40
____ Risers, Single Step, 6' Long	\$42.50	\$55.25
Circle Selection: 7" High 14" High		
____ Risers, Double Step, 4' Long	\$56.00	\$72.80
____ Risers Double Step, 6' Long	\$82.50	\$107.25

*** DEADLINE FOR DISCOUNT PRICE: AUGUST 1, 2011 – AFTER THAT DATE THE STANDARD PRICE APPLIES.**

Subtotal for items ordered = _____
Texas sales tax 8.25% = _____
Total amount due = _____

Please print:

MC ___ Visa ___ Amex ___ Discover ___ Name on card:: _____

Credit Card #: _____ Exp. date: _____ Security Code: _____

By signing below, I authorize a ONE time charge of \$_____ to my credit card.

Signature: _____ Date: _____



DALLAS MEN'S SHOW

Exhibitor Information

FREIGHT

Advance shipments for the Dallas Men's Show, August 13 - 15, 2011, must be shipped to arrive August 8 - 10, 2011 ONLY. Please note that Dock 2 closes at 3:30 pm.

Please send all shipments to:

The MEN'S SHOW
Exhibitor Name and Booth No.
c/o GES, World Trade Center, Dock 2
2050 Stemmons Fwy., 7th Floor
Dallas, TX 75207

MOVE-IN

Thursday & Friday, August 11 - 12, 2011, 8:00 am to 5:00 pm

All exhibitors must use DOCK 1, located at the rear of the World Trade Center, for self move-in. NO RACKS WILL BE ALLOWED THROUGH THE FRONT DOOR!!

SHOW HOURS

Saturday - Sunday, August 13 - 14, 2011, 8:30am - 6:00pm
Monday, August 15, 2011, 8:30 am - 4:00 pm

MOVE-OUT

Monday, August 15, 2011, 4:00 pm - 6:00 pm
Tuesday, August 16, 2011, 8:00 am - Noon

Exhibitors may utilize UPS or Fed-ex for shipping out your products. UPS and Fed-ex have offices on the first floor of the World Trade Center building which are open Monday - Friday. Red Caps are also available at Dock 1. All exhibitor materials must be removed by NOON, TUESDAY, August 16th, or will be considered abandoned and disposed of at show management's discretion.



DALLAS MEN'S SHOW

Terms & Conditions

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 Dallas Market Center Operating, L.P. (DMC), 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 Dallas Market Center Operating, L.P., Market Center Management Company, Ltd., IFDC Property Company, Ltd., WTC-Trade Mart, L.P., IFDC Operating, 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 Dallas Market Center Operating, L.P., Market Center Management Company, Ltd., IFDC Property Company, Ltd., WTC-Trade Mart, L.P., IFDC Operating, 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 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. Exhibitor shall provide a certificate of insurance to Landlord evidencing the required coverage prior to Exhibitor's set up before market. 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 Dallas Market Center Operating, L.P., Market Center Management Company, Ltd., WTC-Trade Mart, L.P., IFDC Operating, L.P., IFDC Property Company, Ltd., 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.
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. No food products (including but not limited to condiments, candies and/or confection) may be prepared, sampled, sold or exhibited.
17. 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.
18. No birds or other animals shall be brought into or kept in, on or about the Project or any Exhibitor's premises (except for seeing-eye dogs).
19. Dallas Market Center permanent graphics, signs or displays may not be visibly blocked in any manner, covered with temporary signs or repositioned.
20. 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.
21. 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.