

SXSW & The 4 Amigos

present

TEXAS GUITAR SHOW – AUSTIN

Austin Convention Center

March 19 & 20, 2010

BOOTH AND V.I.P. INFORMATION, RULES FOR PARTICIPATION

1. Booth registrations are confirmed by receipt of this application/contract before December 31, 2009, when accompanied by check, credit card or money order (Space is limited, so first come first served). All checks payable to **SXSW**. **SXSW** will contact you upon receipt of payment to assist you with securing discount hotel rooms.
2. Booth cost is \$350. These 10'x10' spaces entitle you to 1 table, 2 chairs, a sign and 2 badges.
3. Extra tables may be ordered and paid with this form at \$45.00 each, but are **\$69.75 at show**.
4. Electrical service may be ordered and paid with this form at \$64, but is **\$85 if ordered at show**.
5. Names of all booth workers must be submitted with application, and **each person** must produce identification at check-in to obtain a badge. Badges must be worn at all times.
6. Only one firm or entity may occupy each booth. This includes casual instrument traders.
7. No instrument sales or purchases will be allowed inside or outside the venue, in the lobby, elevators or in loading or parking areas from Thursday through Saturday.
8. **Ten minute ban on electrical instrument tryouts every hour on the hour, to allow acoustic demonstrations. Noise levels will be monitored and controlled throughout the show.**
9. All exhibits must be left in place through 6 p.m. Saturday. No early booth dismantling will be allowed. **NO EXCEPTIONS.**
10. Neither Texas Guitar Shows, Inc., nor the promoters, nor SXSW will assume responsibility for any theft, damage, accidents or deals that might occur during the course of the show.
11. Any non-exhibitor who distributes literature of any kind will be charged a \$350 fee.
12. Vendors **must furnish receipts** with all sales and trades, without regard to size or value of items. Customers are required to present these receipts to remove items from the hall.
13. Management may refuse a booth application for any reason.
14. Sales or display of illegal, unlicensed or "bootlegged" goods is expressly prohibited. This includes but is not limited to audio, video, printed and/or manufactured items.
15. All exhibitors offering merchandise for sale must obtain a temporary Texas resale number, by calling **800.252.5555**.
16. VIP Buyer fee is \$200.00 for entire three days.

Application Sent Date _____ For Your Records

SHOW SCHEDULE

Thursday – March 18

11 a.m..... Set up begins &
VIP Buyers admitted
5 p.m..... Hall closes

Friday – March 19

9 a.m..... Dealers admitted
10 a.m. til 6 p.m. Public hours
6 p.m..... Show closes

Saturday – March 20

9 a.m..... Dealers admitted
10 a.m. til 6 p.m. Public hours
6 p.m..... Show closes
6 p.m. til 10 p.m. Teardown

Austin Convention Center

500 East Cesar Chavez
Austin, Texas 78701

www.austinconventioncenter.com

SXSW
WWW.SXSW.COM

DOWNTOWN AREA MAP



**NO
SUNDAY
SHOW!**

C
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N
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T

LARRY BRIGGS
800-453-7469
larryb@stringwest.com

DAVE CROCKER
417-850-4751
crocker@joplin.com

JOHN BRINKMANN
817-312-7659
888-473-6059
ruthbrinkmann@att.net

EUGENE ROBERTSON **SHOW FAX**
214-391-8676 817-473-1089
texasguitarshows.com

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SIGN AND MAIL THIS APPLICATION WITH PAYMENT TO RESERVE YOUR BOOTH SPACE.

Company Name _____ Booth Name _____

BOOTH #

Contact Name _____ Title _____
Mailing Address _____ City _____ State _____ Zip _____
Physical Address _____ City _____ State _____ Zip _____
Work Phone (_____) _____ Fax (_____) _____ Home/Cell (_____) _____
E-mail _____ Website _____

Booth Personnel: **AUSTIN**
Name _____ Title _____ City _____ Zip _____
Name _____ Title _____ City _____ Zip _____

* I would like to buy _____ VIP pass(es) @ \$200.00 each \$ _____
* I would like to lease _____ 10' x 10' booth(s) @ \$350.00 \$ _____
* I would like to lease _____ extra tables @ \$45.00 each (At show \$69.75) \$ _____
* I need electricity for my booth (before Feb. 24th @ \$64.00, at show \$85.00) \$ _____
TOTAL \$ _____

Please position my booth if possible next to the following exhibitor _____

Terms and Conditions: Texas Guitar Shows, Inc. and SXSW reserve the right to refuse booths and/or passes to anyone for any reason. Only one exhibitor, firm, or entity may occupy each booth (includes car-trunkers). No sales of musically related items by exhibitors, buyers, or public will be tolerated outside the hall, in the loading areas or in the lobby. Texas Guitar Shows, Inc. (TGS, Inc.) and SXSW accept no responsibility for trades or deals made by anyone at or away from the show. Each buyer and/or exhibitor is fully responsible for city, state, and/or federal taxes, fees and/or fines incurred while participating in and/or attending this TGS, Inc./SXSW event. Each buyer and/or exhibitor can, at their own option and expense, provide their own property and liability insurance and are solely responsible for their booth(s) and contents from load-in to load-out. Twenty-four hour security is provided by TGS, Inc. and SXSW. Neither TGS, Inc. nor its employees nor SXSW will be held responsible for any injury and/or accidents. No refunds after January 29, 2010. This booth application/contract is not valid and will not be accepted without signature of the principal person in charge of leased booth(s).

Texas Resale # _____ **To obtain a Texas resale number call 1-800-252-5555**
Signature signifies agreement with above terms and conditions and completes credit card transaction if card is used.

Name on Card (Printed) _____ Signature _____
(MUST BE SIGNED)
Card # _____ 3 Digit Suffix _____ VISA M/C AMEX Expires _____
Billing Address for credit card _____ City _____ State _____ Zip _____
Date mailed/faxed ____ / ____ / ____ Check/MO # _____ Cash \$ _____ Total \$ _____

RETURN THIS SIGNED APPLICATION/CONTRACT WITH PAYMENT & MAKE CHECK PAYABLE TO:
SXSW • P.O. Box 1479 • Mansfield, TX 76063 • Overnight Envelope: 920 N. Main St. • Mansfield, TX 76063

C O N T A C T	LARRY BRIGGS	DAVE CROCKER	JOHN BRINKMANN	EUGENE ROBERTSON	SHOW FAX
	800-453-7469	417-850-4751	817-312-7659	214-391-8676	817-473-1089
	larryb@stringwest.com	crocker@joplin.com	888-473-6059		
			ruthbrinkmann@att.net	texasguitarshows.com	