

The Boston Collective Show: Fall 2020

September 9, 2019

Dear Exhibitor;

Enclosed please find the Fall Boston Collective show contract as well as the advertising form covering color and black & white ads for the Fall 2020 show catalog.

Note: we do not accept photos of contracts or email attachment of the contract; you must send a paper contract like the one enclosed. Further, your contract must be fully filled out.

In filling out the contract please pay attention to the following:

1. **Under EXHIBITOR**, enter your name as an **independent**, or if you are a **corporate employee**, empowered by **the Manufacturer**, list the Manufacturer's name. **Do not list your name and a Manufacturer's name together. The EXHIBITOR is either an independent Salesperson or a Manufacturer/corporation.**
2. **Under the EXHIBITOR'S SIGNATURE**, you must sign the contract and date it.
3. **Under "EXHIBITOR'S: Print Name"**, you must **print your name**.
4. **DO not Sign on the bottom line reserved the show (NEMAG) signature.**

Contracts missing the above required information will not be accepted, and booth space will not be allocated until the show has a completed contract, and payment in full.

Important dates:

1. **November 1st Contracts are due** with payment in full, payment is by check only.
2. November 2nd , **a late fee of an additional \$ 100 is due on all applications received as of this date.**
3. November 7th refunds on previously received contracts ends.
4. **November 1st Advertising due date.** Additionally, as the show must prepare for catalog printing and website updating, **November 15th is the cut off date for any additional information that can be listed to either the catalog or website.**

Schedule:

Set-up: Saturday, February 29th 2020, between the hours of **1 and 6 PM,**

Show hours: **Sunday 9 -6 PM, Monday 8:30 – 6 PM, Tuesday 8:30 to 4 PM**

Breakdown: Tuesday, March 3rd between the hours of 4 to 6 PM

A special Boston Collective hotel rate of \$93.00 per night is available at the Boxboro Regency, 242 Adams Place, Boxborough, MA 01719(phone # 978-263-8701) and at the Westford Regency - which has recently renovated their rooms. The Waterford Regency is located at 219 Littleton Road, Waterford, MA 01886 (phone # 978-692-8200) and is approximately 7 miles from the show location. A free buffet breakfast is provided to guests staying at the Boxborough Regency.

We look forward to seeing you at the Fall Boston Collective!

Jim Knight & Phil Lewis

The Northeast Men's Apparel Group, LLC

Contract for The Boston Collective Show: Fall 2020

This agreement made on or about September 9, 2019 between the Northeast Men's Apparel Group, LLC, a Massachusetts Limited Liability Corporation having a place of business at 8 Columbia Avenue, Natick, MA (Herein after referred as **NEMAG**) acting through its duly authorized officers and the

Exhibitor: _____ (herein after referred to as **EXHIBITOR**) who, by his or her signature, affirms to be signatory of the company or agency or himself or herself, to enter into this contract. Whereas NEMAG shall provide a Trade Show in which the EXHIBITOR may display merchandise or apparel brands (hereafter referred to as LINES) to wholesale customers who are owners, buyers and management of stores such as men's and women's' apparel stores, and outdoor stores, catalog houses, resort stores, green grass stores throughout the Northeast and New York state. For consideration of Fees and charges referred to in article 2. NEMAG shall provide to the EXHIBITOR booth space at the trade show to display LINES.

ARTICLE 1: GENERAL DATA: NEMAG shall provide a Trade Show for EXHIBITORS at the **Boxboro Regency Hotel and Conference Center** 242 Adams Place, Boxborough, Massachusetts, 01719.

1. **Set up day/date:** Saturday, February 29th, 2020 between **the hours of 1:00 PM to 6:00 PM**. The show area will be **closed and locked after 6:00 PM**
2. **Show Dates and Times:** **Sunday**, 9:00 AM to 6:00 PM, **Monday**, 8:30 AM to 6:00PM, **Tuesday**, 8:30 AM to 4:00 PM
3. **Break Down, Clean Up and Move Out:** Tuesday, March 3rd between the hours of 4:00 PM and 6:00 PM
4. The following form is EXHIBITOR'S business information, which will be listed on the NEMAG database, posted on the Internet website listed at www.bostoncollective.com and posted in the trade show catalog.

Name of Exhibitor	
Address:	
City, State, Area Code:	
Phone:	
Fax:	
e-mail:	
Cell Phone:	

5. Below, list up to and not exceeding six lines that the EXHIBITOR will represent at the show. Only the first six lines on the contract will be listed a

LINE:	Description: (no more than 35 Characters per line)
1.	
2.	
3.	
4.	

5.	
6.	

- 6 All exhibit booths must remain open and Exhibitor must be present during the posted hours of the show. Further, all merchandise brought to the Show must remain in the booth until the assigned breakdown time. No samples may be removed without expressed approval of NEMAG.
- 7 NEMAG shall prepare a show catalog, for distribution at the show and as a mailing to past attendees and targeted retailers.
- 8 Exhibitor vehicles may not be driven into the Parade Room.
- 9 One application is required per Exhibitor, only Exhibitors will be listed in the show catalog and web site.

ARTICLE 2: FEES and CHARGES

- 1. Exhibitor shall identify himself or herself as either an Independent Salesman, or a Manufacturer, and shall list all persons that will be present in the booth.
- 2. **An Independent Salesman** is a person that is self-employed and does not earn a salary.
A Manufacturer is a person working for salary and works solely for the company represented.
- 3. The Exhibitor is entitled to one lunch ticket per day, each additional person in the Exhibitor's booth is subject to a lunch fee of \$ 45.00.
- 4. The Exhibitor agrees to pay NEMAG the below fee based on Article 2.

Each Booth is approximately 10' by 10'	Independent Salesman/ Agent Fee	Manufacturer Fee	Sub Total: Booth Space
SHOW FEE:			
Single Booth	\$ 525.00	\$ 725.00	
Single & 1/2	\$ 785.00	\$ 1,085.00	
Double	\$ 1,050.00	\$ 1,450.00	
LATE FEE: All applications received after November 2nd, 2019 is subject to the late fee. No exceptions.	Add \$ 100.00	Add \$ 100.00	
List names of <u>additional</u> agents (individuals) other than the Exhibitor working in the booth. A lunch fee of \$ 45.00 applies to each additional individual.			
List names of <u>additional</u> people that will be working in the EXHIBITOR'S booth: 1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____	Lunch fee of \$ 45.00 applies for <u>each</u> person listed.		Sub Total: Additional Booth Personnel
Advertising in the Fall 2020 Catalog Full Color \$ 250.00 Black and white ads \$ 100.00 Advertising due date: November 1, 2019.	\$ 250.00 \$ 100.00		Sub Total: Advertising
Total Due (including late fee after November 2nd, 2019)		Total Due	

**Mail checks, completed contracts and advertising to:
The Northeast Men's Apparel Group, LLC,
Attention: Phil Lewis
8 Columbia Avenue
Natick, MA 01760**

5. Each booth (regardless of size) comes with one six-foot skirted table, four folding chairs and electrical service.
6. **Early breakdown is defined as the packing of any samples before 3:30 PM, or the removal on any sample from an Exhibitor's booth before 4:00 PM of the final day. An exhibitor that commits early break down will be fined \$ 125.00 for the first offence, and the fine will increase by \$ 100.00 for each additional incident.**
7. No racks are allowed in the show area after set-up hours or before 4:00 PM on the last day. Fines must be paid before future trade show applications will be considered. All booths must remain as set up by NEMAG No booth swapping is allowed.
8. Signed contracts must be paid in full and in NEMAG's possession by November 1, 2019. After this date, a late fee of \$ 100.00 will apply.
9. **Contracts may not be sent as a photo or email attachment. It must be a paper contract.**
10. No refunds will be given, under any circumstances, after November 7, 2019. Application fee is for payment for preparation and for NEMAG's financial commitments for EXHIBITOR'S participation in the show as outlined in this contract and not for the show itself.
11. NEMAG reserves the right to limit the number of booths contracted for per EXHIBITOR. In the instance that an EXHIBITOR is not granted space contracted for, a prompt refund for the difference in cost will be issued by NEMAG.

ARTICLE # 3: LIABILITY

1. EXHIBITOR shall be responsible for any losses or damage or harm caused due to Exhibitor's carelessness and negligence to any person, personal or real property of any other exhibitor, Boxboro Regency Hotel and Conference Center or NEMAG. This includes actions of the EXHIBITOR or his agents or employees.
2. The EXHIBITOR shall hold NEMAG harmless for all loss or damage caused by the EXHIBITOR, or by any loss or disappearance of samples of the Exhibitor.
3. Exhibitor covenants to indemnify and save harmless NEMAG from any and every claim, demand, right or cause of action of whatever kind or nature, for property damage and / or personal injury asserted against NEMAG by any person and / or entity arising from the carelessness and / or negligence and / or breach of any term or condition of this contract by this Exhibitor and / or it's Agent (s) and / or contract by this Exhibitor and / or it's Agent (s) and / or employee (s) during the term of this contract.
4. In the event of cancellation of the show by NEMAG, EXHIBITOR shall be refunded 50% of all money paid under this contract. Upon payment of said refund, said refund shall represent liquidated damages under the contract and shall preclude EXHIBITOR from any other remedy against NEMAG in law or equity. The EXHIBITOR shall hold NEMAG harmless of all damages incurred to EXHIBITOR because of the show's cancellation.
5. ENTIRE CONTRACT: This Contract shall constitute the entire agreement between the parties hereto with respect to the subject matter and supersedes all understandings of any nature whatsoever. This Contract may be changed only by a written instrument duly executed by all the parties here to.
6. GOVERNING LAW: This contract shall be governed and construed in accordance with the laws of the Commonwealth of Massachusetts.
7. COUNTERPARTS: This Contract may be executed in one or more Counterparts, each of which shall be deemed an original, but all of which together shall constitute one in the same instrument.

IN WITNESS WHEREOF NEMAG and EXHIBITOR have caused this Contract to be duly executed by persons hereunto duly authorized as of the date of this Contract.

EXHIBITOR'S: Signature: _____ **DATE:** _____

EXHIBITOR'S: Print Name: _____

NEMAG: Signature: _____ **DATE:** _____

The Boston Collective: FALL 2020

Advertising Application form

Due Date: November 1, 2019

Please use this form to purchase advertising space in the Boston Collective's Show Catalog. Each ad is 8 inches by 5 inches. Please send your ad in a PDF format. Color ads are preferred to black and white as select ads will appear in a slide show at the Bostoncollective.com web site and run for approximately six months.

Given the page size portrait layouts are preferable to landscape. Advertising using a portrait layout is given preference in placement.

We recommend advertising be professionally produced. Please add the Exhibitors name in the advertisement.

Booth numbers will not be available before the November 1st deadline.

Contract information and advertising received after November 15th will not appear in either the catalog or website.

The advertising rates are kept low to encourage all exhibitors to participate. The show catalogs are normally retained by the buyers and retailers for six months as the catalog serves as the "Northeast yellow pages for Menswear".

Exhibitor's Name:		
Company:		
Address:		
Town, State & Postal Code:		
Email:		
Graphic Designer's name and contact information:		
Cost per page:	Number of Pages purchased:	Total Cost:
\$ 100.00 Black and White Interior ad.		\$
\$ 250.00 Color	<u>Request:</u>	\$

**Please make the check out to the Northeast Men's Apparel Group. LLC (NEMAG) and mail advertising with check for payment in full to:
Phil Lewis, NEMAG, 8 Columbia Avenue, Natick, MA 01760**

Contact information:

Phil Lewis 1-508-655-7158, PML8@aol.com or Jim Knight [1-860-228-0051](tel:1-860-228-0051) jimk@bostoncollective.com
The Northeast Men's Apparel Group LLC, 8 Columbia Ave. Natick, MA 01760
Website: www.bostoncollective.com