



2027 JACKSONVILLE EXHIBITOR AGREEMENT

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1. 2027 EVENT DETAILS

Event Dates: *Dates & times are subject to change based on venue requirements.

- **Thursday, April 15th:** Move-In & Setup
- **Friday, April 16th:** Event Day One, 12pm-5pm
- **Saturday, April 17th:** Event Day Two, 10am-5pm
- **Sunday, April 18th:** Event Day Three, 10am-5pm | Breakdown & Move Out, 5:01-10pm

Venue: TBD

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2. EVENT RULES & GUIDELINES

- Early takedowns/move-out is prohibited. Violators may be barred from future events.
- Exhibitors are responsible for their own insurance, staffing, permits, and compliance with venue guidelines.
- No loud music, engine revving, or indoor burnouts.
- Fuel tanks must be quarter-tank or less.
- All displayed vehicles must have their batteries disconnected.
- Exhibitors must keep their booth staffed during all show hours.
- No selling or distributing food/beverage without venue approval.
- Any on-site activations involving engines must receive written approval.
- Booth rental is for the full event. No single-day or partial participation is permitted.
- Exhibitors must comply with all fire marshal, electrical, and venue regulations. Violations may result in removal without refund.
- Any outdoor activation, demonstration, or display requires prior written approval.
- Any third-party vendors, contractors, models, installers, or staff hired by the exhibitor must comply with all show and venue policies. Exhibitor assumes full responsibility for the actions and conduct of any third parties operating within their booth.
- Subletting, sharing, or splitting booth space with another business or individual is prohibited unless approved in writing by the organizer.
- Exhibitors arriving outside designated setup hours may experience loading delays. The organizer is not responsible for missed time, reduced setup capability, or lost opportunities due to late arrival.

3. SPONSORSHIP OPPORTUNITIES

Want more visibility? Sponsorships are available to increase your brand's footprint before and during the event. Opportunities include:

- Main Stage Branding
- Event Lanyards & Badges
- Attendee Bags
- VIP Lounge Sponsorship
- Custom Activations & Sampling Zones

Ask us for the Sponsorship Deck or let us know you'd like to chat.



4. EXHIBITOR PAYMENT POLICY

The Motorcycle Expo offers flexible payment options while ensuring commitment and protecting the integrity of our floorplan and production schedule. By registering, all exhibitors agree to the following payment terms.

4a. PAYMENT OPTIONS

50% Deposit Option

- 50% due at the time of registration.
- Remaining 50% auto-charged on **July 15, 2026**.
- Valid credit card required for auto-billing.
- Failed auto-charge: vendor has 48 hours to resolve.
- After 48 hours, booth is cancelled and all payments made are forfeited.
- Cancelled space is released to the waitlist.

Pay in Full (Preferred)

- Guarantees booth space upon payment.
- Priority floorplan selection.
- Eligible for up to \$200 in Swag credit.
- Access to upgrades before deposit-based exhibitors.
- Faster check-in and move-in.

Payment Plan Option (Auto-Draft Required)

- Minimum first payment: 30%.
- Remaining balance auto-drafted in equal monthly payments until July 15, 2026.
- Missed payment results in a \$75 late fee and a 10-day grace window.
- If not resolved within 10 days, booth is cancelled and all payments made are forfeited.
- A valid credit card must remain on file throughout the duration of the payment plan. If payment method fails more than twice, the booth is cancelled.

4b. PAYMENT TERMS

Space Confirmation

Booth space is not confirmed or held until the initial payment is received and clears.

Refunds & Transfers

All exhibitor payments are non-refundable and non-transferable, with no exceptions. Payments cannot be applied to future events.



4c. PAYMENT TERMS CONTINUED

Accepted Payment Methods

Credit card, ACH, or check (booth confirmed once check clears). Cash is accepted only for in-person transactions. Card will be stored securely for auto-billing purposes.

Late Payments & Reinstatement

If a booth is cancelled due to non-payment:

- Reinstatement is only possible if the originally assigned space is still available.
- A \$150 reinstatement fee applies.
- Full payment is required immediately for reinstatement.

Add-Ons & Upgrades

Items such as electricity, WiFi, additional badges, sponsorships, directory upgrades, and other add-ons must be paid in full at the time they are selected.

VIP Vendor Upgrade

Vendors choosing the VIP upgrade must pay in full at registration. VIP perks may include premium booth placement, enhanced directory exposure, early load-in access, additional Swag Fuel credit, and exclusive promotional opportunities.

Chargebacks

Any chargebacks will result in immediate forfeiture of booth space and all promotional benefits. Exhibitor is responsible for all fees and penalties incurred from disputed charges.

5. CANCELLATION POLICY

No refunds will be issued for exhibitor-initiated cancellation under any circumstances.

Organizer Cancellation:

If the event is canceled by the organizers on or before August 14, 2026, all exhibitor and sponsor payments will be refunded in full within 10 business days of the cancellation announcement.

Force Majeure:

In the event of a cancellation or delay due to circumstances beyond the organizer's control (e.g., weather, venue closures, government restrictions), the organizers will work to reschedule the event. If a new date cannot be confirmed within 90 days, refunds will be issued accordingly.

6. PHOTOGRAPHY & MEDIA RELEASE

Exhibitor grants permission for the use of photos and video of their booth, staff, and products for promotional purposes.

7. LIABILITY

Exhibitor is solely responsible for the security of their own property. Organizer and venue are not responsible for theft, loss, or damage.

Exhibitor agrees to indemnify and hold harmless Promostuff 4 You, Inc., the Motorcycle Expo, and the venue from any loss, damage, injury, or liability resulting from exhibitor activities during the event.