



2027 PALM BEACH EXHIBITOR AGREEMENT

info@motorcycleexpo.us | (561) 578-2644

1. 2027 EVENT DETAILS

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

- **Thursday, February 11th:** Move-In & Setup
- **Friday, February 12th:** Event Day One, 1pm-9pm
- **Saturday, February 13th:** Event Day Two, 10am-6pm
- **Sunday, February 14th:** Event Day Three, 10am-5pm | Breakdown & Move Out, 5:01-10pm

Venue: South Florida Fairgrounds, 9067 Southern Blvd, West Palm Beach, FL 33411

Contact: Jeff Greenberg | jeff@motorcycleexpo.us | (561) 578-2644

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.



2027 PALM BEACH EXHIBITOR AGREEMENT

info@motorcycleexpo.us | (561) 578-2644

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

Pay in Full (Preferred)

- Guarantees booth space upon payment.
- Priority floorplan selection.
- Access to upgrades before deposit-based exhibitors.
- Faster check-in and move-in.

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.

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.





2027 PALM BEACH EXHIBITOR AGREEMENT

info@motorcycleexpo.us | (561) 578-2644

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.

8. INSURANCE / COI

All exhibitors must provide a Certificate of Insurance (COI) showing a minimum of \$1,000,000 in general liability coverage and naming South Florida Fair & Palm Beach County Expositions, Inc. as an additional insured. Coverage must include move-in through move-out. COIs are due no later than **January 12, 2027**. Exhibitors without an approved COI may not be permitted to participate.

That expands on the existing requirement that exhibitors carry their own insurance.

9. LOGO / MARKETING ASSETS

Exhibitors must provide a vector version of their logo for event advertising and promotion. Preferred formats: AI, EPS, SVG, or vector PDF. JPG or PNG files may not be suitable for all promotional uses.

Send COIs and logos to: jeff@motorcycleexpo.us





2027 PALM BEACH EXHIBITOR AGREEMENT

info@motorcycleexpo.us | (561) 578-2644

8. EXHIBITOR INFORMATION

Company: _____ Contact Name: _____

Phone: _____ Email: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

9. BOOTH SELECTION

**This agreement covers your renewal for the Palm Beach Show. Additional 2027 shows will have separate selection opportunities.*

Payment Type: ☐ Pay in Full

BOOTH TYPE	SIZE (ft)	PRICE
☐ Standard	10x10	\$1,000
☐ Plus	10x20	\$1,500
☐ Deluxe	20x20	\$2,000
☐ Custom	_____	_____

**All booths include pipe and drape, ID signage.*

**Vendor parking included for 2027.*

**Booth locations will be assigned based on exhibitor requirements and in the order full payments are received.*

**The organizer reserves the right to adjust booth placement or modify the floorplan at any time based on operational, safety, or venue requirements.*

**Contact us for custom size and pricing.*

☐ **VIP Vendor Upgrade**
(Prices TBD)

Payment Method: ☐ Credit Card (Complete fields below) ☐ ACH (We will send ACH instructions) ☐ Business Check

Card Number: _____ CVV: _____

Name on Card: _____ Expiration Date: _____

Billing Address: _____

City: _____ State: _____ Zip Code: _____

10. ACCEPTANCE

By signing below, the exhibitor agrees to the terms and conditions set forth in this agreement.

Name & Title (Printed): _____ Date: _____

Exhibitor Signature: _____

Please return this signed agreement to: Jeff Greenberg – jeff@motorcycleexpo.us

