



EXHIBITOR PROSPECTUS



DECEMBER 8-10, 2014
SAN DIEGO CONVENTION CENTER

CONNECT WITH PROFESSIONAL BASEBALL'S LARGEST GROUP OF OFF-FIELD DECISION MAKERS:
Over 80% of registered attendees have buying authority.

Minor League Baseball invites you to participate in the 49th annual Baseball Trade Show. Bringing the most influential minds in the baseball business together under one roof, the Baseball Trade Show encompasses everything Minor League Baseball and Major League Baseball have to offer. This convention is held alongside The National Association of Professional Baseball Leagues, Inc.'s annual Baseball Winter Meetings and is the largest gathering of baseball executives in the world.

Where

Combining your love of baseball with an abundance of restaurants and sunshine, the location of this year's Baseball Trade Show is one you will not want to miss! The 2014 show is once again returning to San Diego, California, and will be held at the San Diego Convention Center from Dec. 8 – 10. In addition, the Baseball Winter Meetings and PBEO Job Fair are other highlights of the week taking place at the San Diego Convention Center.



Baseball Trade Show floor. Photo Courtesy of Staff Photographer



San Diego Convention Center (Photo Courtesy of San Diego Convention Center)

"Alexander Global Promotions (AGP) has been attending the Winter Meetings for over 12 years and will be in San Diego this year. It's where we: meet the industry, network and renew old friendships. It's great to be part of the family of baseball and I encourage new and potential suppliers to take advantage of this opportunity."

*Mal
 Alexander Global Promotions, LLC*

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Who Attends

The Baseball Trade Show is attended by baseball professionals from owners and general managers to stadium operations personnel and buyers. Representatives from all across Minor League Baseball and Major League Baseball will be in attendance.

Over 50% of registered attendees are owners, presidents, vice presidents or general managers.

What Are Attendees Shopping For?

OVER 88% OF ATTENDEES COME TO THE BASEBALL TRADE SHOW TO SHOP!

Representatives check out the latest baseball products on the market and make purchases for player apparel and equipment, retail merchandise, promotional items, marketing services, entertainment, stadium needs, and much more.

Percentage of what attendees are shopping for:

Promotional Products/Giveaway Items	63%
Retail — Apparel & Merchandise	57%
Entertainment — Gameday, Inflatables, Fireworks, Talent.....	51%
Player Equipment & Uniforms	30%
Concessions — Food & Beverage, Carts, Services	28%
Stadium Equipment — Seating, Video/Scoreboards, Padding, Turf.....	25%
Ticketing Software or Tickets	23%
Other — Architect, Marketing & Internet Services, Education	9%

Attendees Are Talking



Attendees meet at the Rawlings booth at the 2013 Baseball Trade Show.

“Attending the Winter Meetings is one of my favorite parts of working in professional baseball. The opportunity to share ideas and spend time with our league partners and other clubs across minor league baseball always energizes me for getting ready for the next season. Gathering with our major league partners and talking baseball in the lobby is always a thrill for the little boy in me that fell in love with baseball in the first place. There are always new things to learn about this great game and with the meetings, events, and Trade Show, the Winter Meetings puts them all under one roof.”

Randy Wehofer
 Broadcaster/Director of Media Relations
 Iowa Cubs

“The Baseball Winter Meetings Tradeshow is crucial to the success of any team's retail sales for the upcoming baseball season. Over the course of 2 ½ days, merchandise and promotional item buyers get to interact with almost all of the licenses to look at new product, and place orders. It is also a great way to renew relationships between licensees and buyers in a more relaxed atmosphere.”

Craig Katz
 Director, Merchandise & Licensing
 Toledo Mud Hens Baseball Club | Toledo Walleye Hockey Club



WHY EXHIBIT?



Where Your Customers Come to Shop

Spanning three days, the Baseball Trade Show is a catalyst for companies to interact with and achieve valuable face-to-face time with professional baseball executives. More than 250 exhibitors will utilize approximately 100,000 square feet of exhibitor space in the San Diego Convention Center.

Where else can you make one trip and meet with so many clients and qualified prospective clients? *Your competitors exhibit!* Shouldn't you be there too?

Exhibiting companies include manufacturers and distributors of apparel, caps, gift items, souvenirs, promotional products, stadium equipment, food and beverage products, player equipment and on-field supplies, as well as service companies, including insurance, architecture, concessions, printing, marketing, internet and entertainment and many more. To see a list of last year's exhibiting companies, log onto http://epublish.multiad.com/MiLB_Buyers_Guide.

Benefits of Exhibiting

- **Badges** — Three (3) complimentary exhibitor badges per 10'x10' booth. The exhibitor badge allows admission to the Exhibit Hall and all educational sessions not requiring an additional fee
- **Audience** — Face-to-face access to the largest gathering of baseball executives in the country.
- **Buyer's Guide** — Exhibiting companies' contact information will be listed in the printed Buyer's Guide directory that is distributed to attendees at the show, as well as an online version that is available for attendees throughout the year.
- **Attendee Mailing List** — Complimentary preview attendee pre-registration list (first name, last name, city, state) so you can cross reference against existing customers or potential customers for pre-conference marketing purposes. Exhibitors receive a pre- and post-show attendee mailing list. Only Sponsors receive attendee emails.
- **Exhibitor eNewsletter** — Exhibitors receive the Baseball Trade Show eNews that provides the latest information about the show and the Baseball Winter Meetings, as well as information to enhance your experience.
- **Exhibitor Referral Program** — Refer a company for the Baseball Trade Show and receive a \$100 credit on your exhibit booth registration for the Baseball Trade Show, after the referred company registers to exhibit.

"Sterling [Payment Technologies] exhibited at the Baseball Winter Meeting for the first time last year. We were so impressed with the event and the new business opportunities that came out of the show that we have already committed to participate in 2014.... Sales were closed as a direct result of this event."

Michele German, Executive Director, Marketing, Sterling Payment Technologies





The Baseball Winter Meetings create an atmosphere perfect for any company looking to connect with industry leaders while showcasing its products or services. A Baseball Winter Meetings sponsorship can enhance this experience by:

- Maximizing exposure of your company's products or services
- Unvail and promote new products/technology
- Driving attendance to your booth and encouraging sales
- Building your brand

The Baseball Winter Meetings offer you an outlet to be seen and heard by club representatives from all over the country who will utilize your products and services—all in one place. Don't miss your chance to have your brand become synonymous with baseball!

Sponsor Benefits

- Event-specific elements or branding opportunity
- Complimentary booth space
- Sponsor section booth location (front of hall)
- Logo recognition on signage
- Advertisement in the Buyer's Guide
- Attendee email list
- And more...

Available packages range from
brand recognition to hospitality.
Sponsorship packages start at
only \$7,500 and include a booth.

What's New for 2014

- Baseball Tradeshow Facebook Page. Also, follow us on Twitter for interactive information leading up to the show as well as on the show floor.
- Innovative social media lounge with an interactive 70-inch iPad and interactive charging stations for your electronic devices
- 2014 Exhibitors ONLY get an on-site EXCLUSIVE opportunity to register on show site, adding additional priority points, and choose their booth position for the Baseball Trade Show 2015 in Nashville, Tennessee.

"Brandt Sports has been a long standing sponsor of the MiLB Winter Meetings. The Staff at the MiLB have all the details covered and make being an exhibitor or an attendee feel welcome and important. The tradeshow has always been a great place to catch up with current clients and meet new prospects in a great and exciting atmosphere."

Jim Douglas
The Brandt Company

For more information on sponsorship opportunities, contact TradeShow@MiLB.com or (727) 456-1706.



SHOW INFORMATION



Contact Information

SHOW MANAGEMENT/ORGANIZER
BASEBALL TRADE SHOW / MINOR LEAGUE BASEBALL
 9550 16th Street North
 St. Petersburg, FL 33716
 Phone: (727) 456-1706
 Fax: (727) 820-1084
 Email: TradeShow@MiLB.com
 Web: www.BaseballTradeShow.com

OFFICIAL SHOW CONTRACTOR/SHOW DECORATOR
THE EXPO GROUP
 Phillip Ramirez
 5931 W. Campus Circle Drive
 Irving, TX 75063
 Direct: (972) 751-9416
 Email: PRamirez@theexpogroup.com
 Web: www.TheExpoGroup.com

Exhibit Schedule

SUNDAY, DECEMBER 7
 Exhibitor Move-In 8 a.m. – 5 p.m.

MONDAY, DECEMBER 8
 Exhibitor Move-In 8 a.m. – 3 p.m.
 Opening Night at the Baseball Trade Show 5 p.m. – 8 p.m.

TUESDAY, DECEMBER 9
 Baseball Trade Show 10 a.m. – 5 p.m.

WEDNESDAY, DECEMBER 10
 Baseball Trade Show 10 a.m. – 4 p.m.
 Exhibitor Move-Out 4 p.m. – 10 p.m.

THURSDAY, DECEMBER 11
 Exhibitor Move-Out 8 a.m. – 12 p.m.

Get Involved at the Baseball Winter Meetings

The Baseball Winter Meetings offer exhibitors several opportunities to engage in the week's events.

- **Gala:** The Gala's laid back atmosphere and casual setting offers exhibitors a chance to network with attendees beyond the trade show floor.
- **Bob Freitas Business Seminar & Workshop Series:** Hear from some of baseball's most experienced and interesting executives alongside other attendees.
- **PBEO Job Fair:** Find qualified candidates for any available positions you are looking to fill.
- **Awards Luncheon:** Award presentations for the Joe Bauman Trophy, Rawlings Woman Executive of the Year, the Bowie Kuhn Award, Sports Turf Managers of the Year, Scouts of the Year, Baseball America Organization of the Year and The Bob Freitas Awards. The Awards Luncheon is a way for attendees from both Minor League Baseball and Major League Baseball to honor their peers and colleagues.
- **Banquet:** Join your peers in recognizing some of the most prestigious awards in the baseball industry



Booth Information

The Early Bird rate is \$18.00 per sq. ft., if purchased by Sept. 2, for booth spaces up to 400 sq. ft. (includes 10' x 10' spaces up to a 10' x 40' or 20' x 20' in size). Prices will increase by \$3.00 per sq. ft. to \$21.00, as of Sept. 3. Bulk pricing is available for spaces larger than 400 sq. ft. and start as low as \$10.00 per sq. ft. (for a 20' x 80' batting cage space). Please see Booth Rate Chart on next page. An additional \$300 is required for a corner booth request. The First Year Pavilion area is available to first year exhibiting companies only for \$1,250 (booths are only 5' deep x 8' wide in size; no corner booth fee required). This price is only available in the First Year Pavilion and space is limited. Nonprofit charitable organizations receive a 40% discount on regular booth fees (Doesn't apply to First Year Pavilion). Please email TradeShow@MiLB.com for more information on nonprofit booths.



Exhibit Booth Includes

- 8' high blue, gray and white back drape
- 3' high white side rail drape on each side
- Standard exhibitor ID sign including company booth number (hangs off back drape) for a standard inline booth. ID signs are not available for island booths.
- 3 complimentary badges per 10' x 10' space (Additional badges are available for \$50 each.)

STANDARD BOOTH spaces DO NOT INCLUDE any furnishings. All ordering information will be included in the Exhibitor Service Kit. PLEASE NOTE: The entire exhibit hall does not have existing carpet. Booth carpet must be rented through the Exhibitor Service Kit.

FIRST YEAR PAVILION spaces (5' deep x 8' wide) do not accommodate a standard 10' wide display. Company must be exhibiting at the Baseball Trade Show for the first time. Only one space can be purchased per exhibitor. Assignment of space in the First Year Pavilion is at the Organizer's discretion. Space is limited.

First Year Pavilion booth includes:

- 3 complimentary badges per 10' x 10' space (Additional badges are available for \$50 each.)
- Standard Booth space benefits (listed above) white skirted table (no substitutions)
- Carpet
- Standard chair
- Wastebasket (emptied daily)

Priority Points

Booth location is assigned according to a priority point system. Exhibitors earn priority points based on such factors as booth size, date of application, sponsorship and advertising commitments and participation in the Minor League Baseball Promotional Seminar and past Baseball Trade Shows. Booth assignments will begin the first week of September for all registered exhibitors who have submitted an exhibit space application, full payment and proof of insurance by Sept. 2, 2014.

- 150 Points** Grand Slam Sponsorship Level
- 125 Points** Home Run Sponsorship Level
- 100 Points** Triple Play Sponsorship Level
- 75 Points** Double Play Sponsorship Level
- 50 Points** Advertisers in the Buyer's Guide
(Custom Listings do not qualify)
- 40 Points** On-Site Registration
(Available December 2014)
- 20 Points** Exhibit at the 2014 Minor League Baseball Promotional Seminar
- 15 Points** Application received by 8/15/14
- 10 Points** MiLB or MLB National Licensees
(points for each; location in Licensee area)
- 3 Points** For each year of exhibiting
- 1/4 Point** Each square foot of exhibit space

BOOTH RATE CHART*

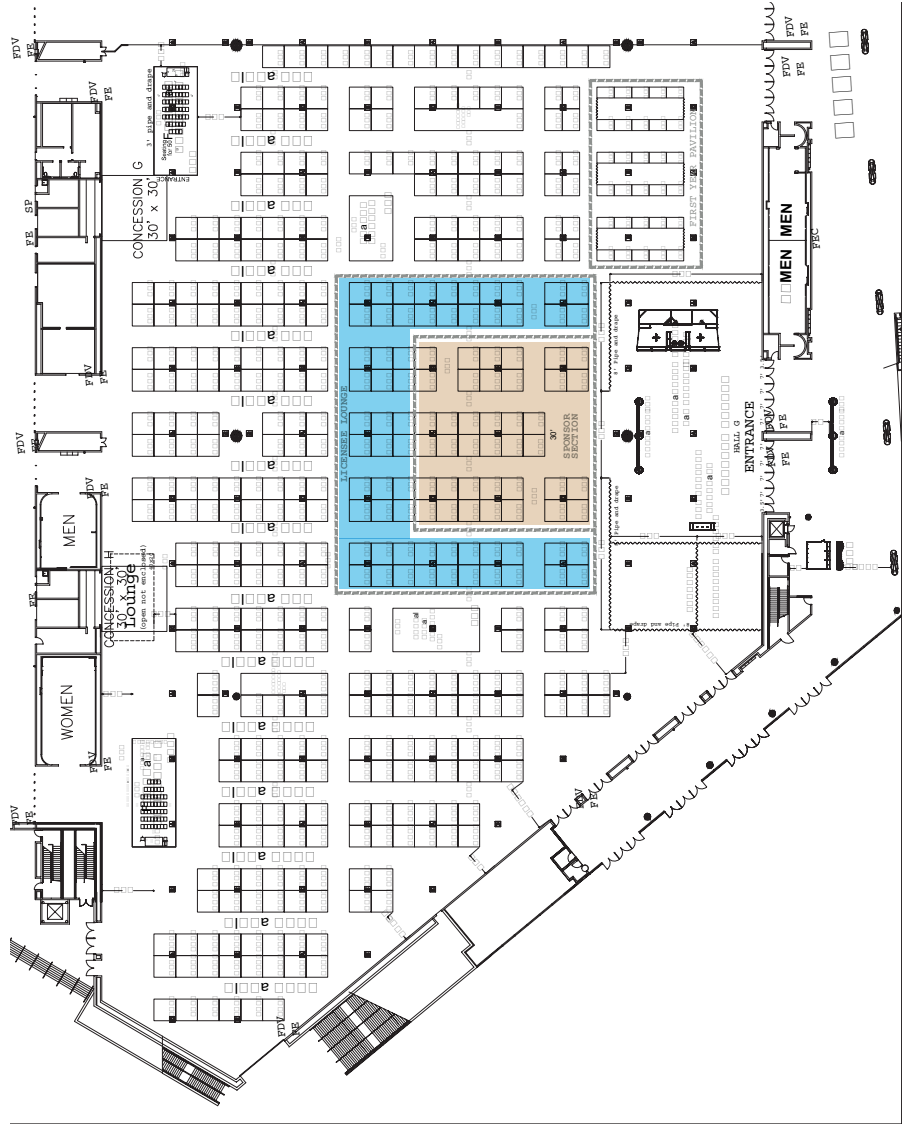
Booth Dimensions	Early Bird Rate (received by 9/2/14)	Received After 9/2/14 <i>Fee increases \$3.00 per sq. ft.</i>
5' x 8'	\$1,250 [†]	\$1,250 [†]
10' x 10'	\$1,800 (@ \$18 sq. ft.)	\$2,100 (@ \$21 sq. ft.)
10' x 20'	\$3,600 (@ \$18 sq. ft.)	\$4,200 (@ \$21 sq. ft.)
10' x 30'	\$5,400 (@ \$18 sq. ft.)	\$6,300 (@ \$21 sq. ft.)
10' x 40'	\$7,200 (@ \$18 sq. ft.)	\$8,400 (@ \$21 sq. ft.)
20' x 20'	\$7,200 (@ \$18 sq. ft.)	\$8,400 (@ \$21 sq. ft.)
10' x 50'	\$8,000 (@ \$16 sq. ft.)	\$9,500 (@ \$19 sq. ft.)
20' x 30'	\$9,600 (@ \$16 sq. ft.)	\$11,400 (@ \$19 sq. ft.)
10' x 80'	\$11,200 (@ \$14 sq. ft.)	\$13,600 (@ \$17 sq. ft.)
20' x 40'	\$11,200 (@ \$14 sq. ft.)	\$13,600 (@ \$17 sq. ft.)
20' x 50'	\$12,000 (@ \$12 sq. ft.)	\$15,000 (@ \$15 sq. ft.)
20' x 80'	\$16,800 (@ \$10 sq. ft.)	\$20,800 (@ \$13 sq. ft.)

* Does not denote every size booth available. If you do not see the size booth you need, please call or email.

[†] First Year Pavilion area; Space is limited; available only to companies exhibiting at the show for the first time.



All companies are assigned booth space based on several factors, including, but not limited to: priority points; date application is received; national licensee status; exhibitor booth selection; and a balanced distribution of products and services. Priority points are explained on the previous page. Booth assignments will begin the first week of September and will be released to registered exhibitors by the end of September. Booth assignments will not be made until full payment and a Certificate of Insurance is received or purchased.



Booth Selection Information

If necessary, when making your booth selection choices for Part 3 of the Booth Space Application on Page 8, please combine multiple 10' x 10' spaces, as shown here as examples, to make your desired size:

- 1400 = 10' x 10'
- 1400 & 1402 = 10' x 20'
- 1400/1402/1404 = 10' x 30'
- 1400/1402/1301/1303 = 20' x 20'
- and so forth

ONLY OFFICIAL SPONSORS of the Baseball Winter Meetings will be assigned in the Sponsor Section (**tan**).

ONLY NATIONAL LICENSEES of Minor League Baseball or Major League Baseball will be assigned in the National Licensee shaded section (**light blue**) as outlined on the floorplan.

PRIORITY POINTS are used when determining your booth location. Please view Page 6 to see how Priority Points are obtained and accumulated.



Part 1 - Company Information

Company Name _____

First Name _____ Last Name _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail (Required) _____ Website _____

EARLY BIRD DEADLINE: SEPT. 2, 2014

Note: Applications cannot be accepted without proof of insurance or insurance purchase. (See Part 4.)

RETURN WITH PAYMENT TO:

Baseball Trade Show (for check payment)
P.O. Box A
St. Petersburg, FL 33731-1950

or Overnight to:
Baseball Trade Show (for check payment)
9550 16th Street North
St. Petersburg, FL 33716-4217

FAX: (727) 820-1084 (for credit card payment)

OR REGISTER ONLINE AT
www.BaseballTradeShow.com

Part 2 - Background Information

Has your company previously exhibited at the Baseball Trade Show? Yes No

If Yes, how many years? ____ If No, how did you hear about us? _____

Do you or anyone in your company participating at the Baseball Trade Show have special needs as addressed by the Americans with Disabilities Act? Yes No

Part 3 - Booth Space Information

a) Requested Booth Dimensions: ____ x ____ = ____ sq. ft.
(minimum regular size is 10' x 10' = 100 sq. ft. [increments of 10' x 10' only] or chose First Year Pavilion below)

b) Requested Booth Rate: (Please see Booth Rate Chart on Page 6) = _____

c) Aisle Corner Requested: (Add \$300 to booth fee.) Yes No

d) Booth Fees: (1) Sq. Ft. ____ + (2) Rate ____ + (3) Corner Fee ____

Total Booth Fees = \$ _____

Booth Location Preferences²: Please select three (3) booth location preferences below (see floorplan). Please note on the floorplan the sections for National Licensee and Sponsors only. For booths larger than a 10' x 10' space, please combine multiple 10' x 10' spaces for your selection (e.g., booth 1001 & 1003 - 10' x 20').

Your selection here does not guarantee placement. If your priority points allow placement in one of these locations, Show Management will make reasonable efforts to place you there. Booth selections cannot be accepted after September 1. Corner selections made require an additional \$300 fee.

First Year Pavilion** (5' deep x 8' wide) = \$1,250

Space is Limited. Must be a first time exhibitor at the show. Does not accommodate a 10' wide display. Only one (1) 5' x 8' space can be reserved per company. Booth is inclusive with hall carpet, 6' skirted table, chair and wastebasket. Booth assignment is in the First Year Pavilion section on the trade show floor only (see floorplan; booth space will be assigned for you in the First Year Pavilion on a first come, first serve basis). Charity discount does not apply.

Part 4 - Insurance (Check One)

_____ My company has General Liability Insurance and I have provided it with this application (See Insurance Requirements below and the official Baseball Trade Show Rules and Regulations in this brochure).

_____ My company does not have General Liability Insurance and I need to purchase Insurance coverage for this show. Please include a \$200 fee with this application (add to Part 6) and General Liability Insurance coverage for the show will be provided for your company.

Part 5 - Payment Information

Booth Fees (from Part 3) = _____

Insurance Fees (from Part 4) = _____

Advertising Fee (from Part 8) = _____

Promo Code (enter here) _____

Check Here if a **Charitable Organization** (40% discount on regular booth fees; include proof with application.)

TOTAL DUE = \$ _____

Payment Type (Circle One)

Check Money Order VISA MasterCard AMEX Discover

Credit Card Number _____

Expiration Date _____

Authorized Signature _____

Print Name _____

Check # _____

In the Amount of: \$ _____

Payment here is for booth space, insurance, custom listing and/or display advertising.

For sponsorship payments or more information on the 2014 Baseball Trade Show, please call (727) 456-1706 or email TradeShow@MilB.com.

Part 6 - Agreement

By signing below you and your business acknowledge and agree to all rules and regulations as outlined on the following pages and contained in the Exhibitor Service Kit, including the **San Diego Convention Center**, exhibit and function space rules, as they exist now or may be revised from time to time. Please note: Each exhibitor must carry a comprehensive general commercial liability policy in the amount of at least one million dollars (\$1,000,000) and must name the **National Association of Professional Baseball Leagues, Inc., Professional Baseball Promotion Corp., San Diego Convention Center and their officers, directors, shareholders, members, agents and employees** as additional insureds on the policy. EXHIBITORS MUST PROVIDE A VALID CERTIFICATE OF INSURANCE NAMING THE ABOVE ADDITIONAL INSURED ALONG WITH THIS APPLICATION OR PURCHASE SUCH INSURANCE THROUGH THIS APPLICATION (Part 4) by providing an additional \$200 for the show coverage. Please make a copy of this application for your records. By signing below you represent and warrant that you have the legal authority to bind the company named in this application.

Applicant Signature _____ Title _____ Date Signed _____



Part 7 - Product Categories

The information provided below is for the 2014 Baseball Trade Show Buyer's Guide. A company listing in the Buyer's Guide is FREE as part of your booth package. Your listing will print as specified on the application in Part 1 of the Booth Space Application (previous page). Please fill out company information below if it is different from the company information in Part 1. Exhibitors with a 10' x 20' booth space or larger will have their company name printed on the fold-out floorplan map printed in the Buyer's Guide. In addition exhibitors with a 20' x 20' booth or larger will have their company logo printed on the Buyer's Guide map (this is separate from a Custom Listing). Please type or print clearly. **INFORMATION FOR THE BUYER'S GUIDE IS DUE BY OCT. 24.** (Applications received after this date will not be included in the printed Buyer's Guide).

Company Name _____		Contact Name _____	
Address _____		City _____	State _____ Zip _____
Email _____	Website _____	Phone _____	

SELECT UP TO 5 (ONLY THE FIRST 5 SELECTIONS WILL BE LISTED.)

- | | | | |
|---|--|---|---|
| <input type="checkbox"/> Accessories | <input type="checkbox"/> Custom Carts | <input type="checkbox"/> Insurance | <input type="checkbox"/> Scouting Information |
| <input type="checkbox"/> Apparel | <input type="checkbox"/> Display Cases | <input type="checkbox"/> Internet Services | <input type="checkbox"/> Signage (Print) |
| <input type="checkbox"/> Architect | <input type="checkbox"/> Educational Program | <input type="checkbox"/> Jewelry | <input type="checkbox"/> Signage (Digital) |
| <input type="checkbox"/> Artwork | <input type="checkbox"/> Embroidery | <input type="checkbox"/> Laundry Supplies | <input type="checkbox"/> Souvenirs & Novelties |
| <input type="checkbox"/> Athletic Training/Teaching Aid | <input type="checkbox"/> Entertainment | <input type="checkbox"/> Lettering | <input type="checkbox"/> Sports Medicine |
| <input type="checkbox"/> Baby/Youth Products | <input type="checkbox"/> Equipment Bags/Luggage | <input type="checkbox"/> Lighting | <input type="checkbox"/> Stadium Equipment |
| <input type="checkbox"/> Baseballs | <input type="checkbox"/> Fence/Padding | <input type="checkbox"/> Marketing Services | <input type="checkbox"/> Stadium Seating |
| <input type="checkbox"/> Bats | <input type="checkbox"/> Field Covers/Turf Protection | <input type="checkbox"/> Mascots (Design/Construction) | <input type="checkbox"/> Statistical Services |
| <input type="checkbox"/> Batting Cages | <input type="checkbox"/> Field Equipment | <input type="checkbox"/> Netting/Posts/Backstops | <input type="checkbox"/> Team Uniforms |
| <input type="checkbox"/> Batting Gloves | <input type="checkbox"/> Financial Services | <input type="checkbox"/> Official Team Apparel/Equipment | <input type="checkbox"/> Ticketing Software/Systems |
| <input type="checkbox"/> Beverage Containers | <input type="checkbox"/> Firework Displays/Special Effects | <input type="checkbox"/> Outdoor Products | <input type="checkbox"/> Tickets |
| <input type="checkbox"/> Caps/Headwear | <input type="checkbox"/> Flooring | <input type="checkbox"/> Photographs | <input type="checkbox"/> Trading Cards |
| <input type="checkbox"/> Catching Equipment | <input type="checkbox"/> Food & Beverage | <input type="checkbox"/> Pitching Machines | <input type="checkbox"/> Travel/Hotels |
| <input type="checkbox"/> Championship Rings | <input type="checkbox"/> Footwear | <input type="checkbox"/> Playing Equipment | <input type="checkbox"/> Trophies/Awards |
| <input type="checkbox"/> Charity/Non-Profit | <input type="checkbox"/> Furniture | <input type="checkbox"/> Point-of-Sale Equipment/Software | <input type="checkbox"/> Turf/Turf Services |
| <input type="checkbox"/> Cleaning Supplies | <input type="checkbox"/> Gift Items | <input type="checkbox"/> Premium/Giveaway Items | <input type="checkbox"/> Under Garments |
| <input type="checkbox"/> Communications | <input type="checkbox"/> Gloves | <input type="checkbox"/> Printing | <input type="checkbox"/> Video Displays/Scoreboards |
| <input type="checkbox"/> Computer Services | <input type="checkbox"/> Graphic Design | <input type="checkbox"/> Promotions | <input type="checkbox"/> Video/Audio Services |
| <input type="checkbox"/> Concession Operations | <input type="checkbox"/> Groundskeeping Products/Equipment | <input type="checkbox"/> Protective Devices | <input type="checkbox"/> Web/Mobile Services |
| <input type="checkbox"/> Construction Management | <input type="checkbox"/> Imprinted Sportswear | <input type="checkbox"/> Publications | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Inflatables | <input type="checkbox"/> Radar Equipment | _____ |

Which category checked above do you consider your PRIMARY CATEGORY? _____

Check here if you are a NATIONAL LICENSEE for: Minor League Baseball Major League Baseball

Part 8 - Advertising Reservations

Check the desired ad size and/or custom listing below to reserve your display ad today. Availability is limited. Ad space reservations cannot be accepted after Oct. 17, 2014.

AD TYPE	DIMENSION	RATE
Full Color		
<input type="checkbox"/> Trade Show Map Flap*	11 1/4" W x 9" H	\$2,000
<input type="checkbox"/> Inside Front or Back Cover	4" W x 9" H	\$1,500
<input type="checkbox"/> Full Page	31 1/2" W x 41 1/4" H	\$1,000
<input type="checkbox"/> Half Page	31 1/2" W x 41 1/4" H	\$750
Black and White		
<input type="checkbox"/> Full Page	31 1/2" W x 81 1/2" H	\$750
<input type="checkbox"/> Half Page	31 1/2" W x 41 1/4" H	\$500
<input type="checkbox"/> Custom Listing [†] (Add logo and/or slogan to basic listing)		\$200

CUSTOM AND BASIC LISTING EXAMPLES

Basic Listing is FREE and included with your Exhibit package. A Basic Listing does not include a logo or tagline. Custom Listings are an additional \$200 and include a company logo or tagline (See example below).

Baseball Trade Show
 9550 16th Street North
 St. Petersburg, FL 33716
 (727) 822-6937
TradeShow@MiLB.com
www.BaseballTradeShow.com



Final artwork specs will be sent after application is received.

Ad reservation and artwork deadline is Oct. 17, 2014. All advertisers must provide appropriately sized camera-ready artwork. Artwork provided on disk must be accompanied by a hard copy for verification.

Cancellation of Buyer's Guide advertising will not be accepted after Oct. 17, 2014. Failure to provide artwork and/or payment will result in exclusion of company's advertisement without refund.

Advertisements will not be reserved unless payment accompanies this application.

* Call for Availability: (727) 456-1706

† Custom Listing DOES NOT count as Advertisement in Buyer's Guide for increased Priority Points. (See sample custom listing to right.)



Return with payment to the Minor League Baseball Office at:
 P.O. Box A, St. Petersburg, FL 33731-1950
 or 16th Street N., St. Petersburg, FL 33716, or fax to (727) 820-1084.

Contact Information

Club/Organization _____ Contact Person _____ Email _____
 Street Address _____ City _____ State _____ ZIP _____ Telephone _____

Room Information, Attendee List & Housing Requirements

Inclusive Rate (\$197.08) = Room rate (\$175) + Tax (12.5%) + Marketing fee (20 cents)
 Use the codes to request your preferred room type in the table below.

Single Room Code: S **\$197.08** Code: D
Double Room Code: S **\$197.08** Code: D

If sharing a room, please enter roommate name in "Share With" column only. Please make additional copies of form if you have more than five housing requests.

FIRST NAME, LAST NAME	EMAIL	ARRIVE	DEPART	ROOM CODE (S or D)	SHARE WITH
		/ /	/ /		
		/ /	/ /		
		/ /	/ /		
		/ /	/ /		
		/ /	/ /		

Do you or any personnel representing your organization at the Baseball Winter Meetings have any special needs as addressed by the Americans with Disabilities Act? Yes No
 Room Reservations Policy & Deposit: You must be a registered exhibitor at the Baseball Trade Show to reserve housing through the Minor League Baseball Housing Office. Please note that a deposit of \$197.08 (equivalent to one night's stay per room reserved) is required to process the housing form. Smoking rooms are not available at the Baseball Winter Meetings convention hotels. **Confirmation for housing will be sent from your assigned hotel on or before Nov. 14 via email.**

Payment Information

Check Money Order Visa MasterCard AMEX Discover
 Card Number _____ Expiration Date ____/____/____

Print Name _____
 Authorized Signature _____

Total Room Deposit \$
 Equal to one night's stay per room reserved.
 (Example: 1 Double @ \$197.08 + 1 Single @ \$197.08 = \$394.16)

Make checks payable to:
BASEBALL WINTER MEETINGS
 All credit card transactions will appear as your assigned hotel.

Although PBPC (Professional Baseball Promotion Corp.) will use reasonable efforts to accommodate the housing requests of each applicant, PBPC reserves the right, in its sole discretion, to assign, reassign, change or otherwise designate lodging for applicant (and/or the above-identified individual) at any of the Baseball Winter Meetings convention hotels. Cancellation Policy: First night's room and tax deposit for individual reservations are refundable up to 72 hours prior to arrival. Hotel Incidental Policy: Upon your check in to your assigned hotel, the hotel will require you to present a credit card. The hotel will hold a pre-authorization amount for the amount of \$50 per day for the length of your stay. Depending on your bank, it could take up to two (2) - 30 days for the unused funds to reappear back on your account. This is not an MLB or Baseball Winter Meetings policy, but a policy directed by the hotels.



NEW PRODUCT SHOWCASE



APPLICATION DEADLINE: NOVEMBER 1, 2014

Trade show attendees want to see new things, new technologies and new services. They know what's available to them right now; they want to know what's next. Do you have it?

The New Product Showcase highlights some of the newest and most innovative products and services in the baseball industry. Eligible products and services will be featured at the 2014 Baseball Trade Show on the New Product Showcase board, located on the trade show floor, for attendees to see. There is a \$150 fee per product or service submitted and entries are subject to approval.

EACH ENTRY MUST MEET THE FOLLOWING CRITERIA:

1. Company must be a registered exhibitor at the 2014 Baseball Trade Show.
2. Product or service must be introduced between Jan. 1, 2014 and Dec. 8, 2014.
3. Product or service must be a new development. Line extensions (e.g., new sizes or colors of an existing product) are not eligible.
4. Product or service must be available to the market within three months after the 2014 Baseball Trade Show, if not already available.

Product/Service Information

Company Name _____

Contact Person _____

Email _____ Phone _____

Product/Service Name _____

Product/Service Description (50 words or less, email if you need more space) _____

Please email a picture of product (if available) to TradeShow@MiLB.com.

Payment Information

Check Money Order Visa MasterCard American Express Discover

Card Number _____ Expiration Date _____

Authorized Signature _____ Print Name _____

Make checks payable to: BASEBALL TRADE SHOW
All credit card transactions will appear as Minor League Baseball.

A \$150 fee is due per product or service submitted. Companies will be contacted by the middle of November if additional information is needed for the New Product Showcase board. Entries are subject to approval. If submitting multiple products/services, please use a new form for each product/service. Credit cards will not be charged until entries are approved.

Please fax completed application form to (727) 820-1084 or email TradeShow@MiLB.com.



1. PURPOSE

The Baseball Trade Show is organized by Professional Baseball Promotion Corp. ("Organizer"), a subsidiary of The National Association of Professional Baseball Leagues, Inc. ("NAPBL" or "Minor League Baseball"). The purpose of the Baseball Trade Show is to complement the Baseball Winter Meetings by allowing individuals and businesses ("exhibitors") to display and demonstrate products and services that support Minor League Baseball and Major League Baseball.

2. ELIGIBILITY

The Baseball Trade Show exhibit area is open to all companies whose products or services relate to or are used by the baseball industry. Organizer reserves the right in its sole discretion to reject any application for exhibit space including, without limitation, those submitted by applicants whose product or service Organizer believes are not suitable for the Baseball Trade Show.

3. ATTENDANCE

The Baseball Trade Show is NOT open to the general public. Each exhibiting company will receive three (3) name badges per 100 square feet of exhibit space. Exhibitor name badges are to be used by exhibiting company personnel only. Additional name badges can be purchased for company personnel for \$50 each.

4. USE OF LIKENESS

Exhibitor irrevocably consents to Organizer and Organizer's employees, agents, and personnel using the likenesses of exhibitor and exhibitor's employees, agents, personnel, invitees, and guests for purposes including, without limitation, Organizer's operation of the Baseball Winter Meetings and Baseball Trade Show, publicity, marketing, and promotion of the Baseball Winter Meetings and Baseball Trade Show, and Organizer's other programs. Exhibitor understands and agrees that the likenesses may be copied and distributed by various methods, including, without limitation, photography, video, television, websites, brochures, email advertisements, magazines, newspapers, and social media. Exhibitor understands that, although Organizer will endeavor in good faith to use the likenesses in accordance with standards of good judgment, Organizer cannot warranty or guarantee that any further dissemination of the likenesses will be subject to Organizer's control. Accordingly, exhibitor, on behalf of itself and all of its employees, agents, personnel, invitees, and guests, releases Organizer from any and all claims and liability related to the likenesses or the dissemination thereof.

5. LOGOS AND TRADEMARKS

Only exhibitors who possess an appropriate license may use the logo or trademark of a Minor League Baseball or Major League Baseball organization. Failure to possess a license may result in the seizure of infringing goods and materials. The Baseball Trade Show and Baseball Winter Meetings logos and trademarks may only be used with permission. Exhibitors may apply for a one-time license to use the 2014 Baseball Trade Show logos and trademarks on promotional materials or products for the duration of the Baseball Trade Show. There is no fee for this license. Baseball Winter Meetings logos and trademarks are available only to sponsors. Please contact Organizer to have a Graphic Request Form sent to you.

6. MUSIC, PHOTOGRAPHS, AND COPYRIGHTED MATERIAL

Each exhibitor is solely responsible for obtaining any necessary licenses and/or permits to use music, photographs, or other copyrighted, trademarked, or proprietary material in exhibitor's booth or display including, without limitation, any fees due to ASCAP, BMI, SESAC, or other fees or royalties. Organizer is not responsible for any violation or infringement.

7. PAYMENT, CANCELLATION, AND REFUND

Payment is due with application. Exhibitor agrees that should exhibitor fail to pay all or any part of the applicable trade show fees and/or other consideration, then exhibitor shall indemnify NAPBL and Organizer for all costs including, but not limited to, court costs and reasonable attorneys' fees incurred by NAPBL and Organizer in collecting such unpaid consideration.

All notices of cancellation must be received in writing. If exhibitor's written notice of cancellation is received prior to September 1, 2014, Organizer will retain twenty-five percent (25%) of the

total exhibit space fee as liquidated damages and refund the remainder. If exhibitor's written notice of cancellation is received on or after September 1, 2014, but prior to October 1, 2014, Organizer will retain fifty percent (50%) of the total exhibit space fee as liquidated damages and refund the remainder. If exhibitor's written notice of cancellation is received on or after October 1, 2014, but prior to November 1, 2014, Organizer will retain seventy-five percent (75%) of the total exhibit space fee as liquidated damages and refund the remainder. If exhibitor's written notice of cancellation is received on or after November 1, 2014, exhibitor forfeits entire exhibit space fee as liquidated damages. Upon receipt of exhibitor's written notice of cancellation, Organizer may reassign the canceled space without obligation to exhibitor. Receipt of an exhibit space application, or negotiation of the applicable exhibit space fee payment instrument does not constitute an acceptance of an application. If an application is rejected, Organizer will refund the total exhibit space fee to the applicant.

In the event that the Baseball Trade Show is canceled or postponed, or Organizer is unable to perform for any reason whatsoever, including as a result of force majeure, exhibitor's sole and exclusive remedy shall be a refund of all monies paid to Organizer for the total exhibit space fee. Organizer shall not be liable to exhibitor, or any of exhibitor's officers, employees, representatives, guests, agents, or independent contractors for any other costs or expenses incurred as a result of the event being canceled or postponed, including, without limitation, transportation, hotel, and shipping expenses and lost profits.

8. SUBLETTING OF EXHIBIT SPACE

Exhibitor may NOT assign, sublet, or apportion to any other entity or individual all or any part of the exhibit space allocated and may not advertise or display goods or services other than those produced or sold by exhibitor in its regular course of business.

9. INSTALLATION AND DISMANTLING OF EXHIBITS

Exhibitor agrees to the following rules regarding the installing and dismantling of its exhibit:

A. **INSTALLATION.** If the installation of any exhibit (i) has not started by 12:00 p.m. on Monday, December 8, 2014, or (ii) appears like it will not be completed by 3:00 p.m. on Monday, December 8, 2014, Organizer may (a) order the exhibit to be installed, or (b) deem exhibitor to have canceled its reservation of exhibit space. If the exhibit is ordered to be installed, exhibitor will be billed for and be responsible to pay all costs and expenses associated with such installation. If exhibitor is deemed to have canceled its reservation of exhibit space, exhibitor forfeits the entire space fee as liquidated damages and Organizer may reassign the exhibit space without any obligation to exhibitor. All exhibits must be fully operational by 3:00 p.m. on Monday, December 8, 2014. After this time, no installation work will be permitted without special permission from Organizer. Please refer to the Exhibitor Service Kit for more information on exhibitor installation and California labor laws.

B. **DISMANTLING.** Early dismantling of exhibits is prohibited. Any exhibitor dismantling its exhibit prior to 4:00 p.m. on Wednesday, December 10, 2014, will be penalized with respect to future Baseball Trade Shows. Specific penalties will include deductions in priority points or ineligibility to exhibit at future shows. Dismantling of all exhibits must be completed prior to 12:00 p.m. on Thursday, December 11, 2014. If the dismantling of any exhibit (i) has not started by 10:00 a.m. on Thursday, December 11, 2014, or (ii) appears like it will not be completed by 12:00 p.m. on Thursday, December 11, 2014, then Organizer may order the exhibit to be dismantled. In such event, exhibitor will be billed for and be responsible for paying all costs and expenses associated therewith. Exhibitor must adhere to all local union guidelines.

C. **VENDOR SERVICES.** Organizer will forward an Exhibitor Service Kit via email to each registered exhibitor. The Exhibitor Service Kit will list the names, addresses, and phone numbers of the official service vendors that will be available to provide various services to exhibitors including, without limitation, exhibit installation and dismantling services. Exhibitors are responsible for communicating with, supervising, and compensating the

official vendors for their services.

10. BOOTHS AND EXHIBIT SPACE

A. **BOOTH ACCESSIBILITY.** All exhibitors must comply with of the Americans With Disabilities Act ("ADA"). Exhibitor (i) warrants and represents that its exhibit at the Baseball Trade Show will be accessible to all individuals in accordance with the ADA and (ii) agrees that any alleged violation of the ADA or comparable state law will be an Indemnified Event for which exhibitor agrees to provide indemnification as set forth in Section 14.

B. BOOTH FLOOR PLAN, CONSTRUCTION, AND ARRANGEMENT.

(i) General. No portion of any exhibit may extend beyond the assigned exhibit space. The placement of equipment must be done to avoid blocking the visibility of neighboring exhibitors. All exposed parts of a display must be finished so as not to appear unsightly or objectionable. All exhibit fixtures, especially portable or "pop-up" booths, must be erected in a manner to withstand normal contact or vibration due to outside forces such as the movement of fork lifts, heavy machinery, and other similar types of equipment and contact by attendees, cleaners, laborers, neighboring exhibitors, other exhibitors, and other persons. The use of shelves or racks for product or literature display should be used with fixtures designed to support such loading. (ii) Storage of Excess Literature and Product. The storage of excess literature, product, or packing materials and cases behind the exhibit space back drape is strictly prohibited. A limited supply of literature and/or product may be stored within the booth area so long as these materials do not block access to the utility service or appear unsightly from the aisle. (iii) Floor Plan. All dimensions and locations on the floor plan are believed, but not warranted, to be accurate. Organizer reserves the right to make modifications as it deems necessary in Organizer's sole discretion or as needed to comply with law or regulation. (iv) In-Line (Standard) Booth. In-line (standard) booths are booths with an aisle on one (1) side and other exhibit space on three (3) sides. All exhibit fixtures, components, identification signs, and other display materials in the front half of the booth are restricted to a maximum height of four feet (4') and in the back half of the booth are restricted to a maximum height of eight feet three inches (8'3"). (v) Perimeter Booth. Perimeter booths are booths with an aisle on one (1) side, other exhibitors on two (2) sides, and the outside perimeter of the exhibition area on the remaining side. All exhibit fixtures, components, identification signs, and other display materials in the front half of the booth are restricted to a maximum height of four feet (4') and in the back half of the booth are restricted to a maximum height of sixteen feet (16'). (vi) Island Booth. Island booths are booths with aisles on all four (4) sides. All exhibit fixtures, components, identification signs, and other display materials are restricted to a maximum height of sixteen feet (16'). (vii) Canopies, False Ceilings, and Umbrellas. Canopies, false ceilings, and umbrellas will be permitted to a height that corresponds to the height regulation for the type of booth space allocated. For example, no part of a canopy for an in-line (standard) booth may exceed eight feet three inches (8'3"). Canopies and false ceilings may extend out to the aisle line and up to the booth line on each side of exhibitor's booth space provided that support structures do not exceed three inches (3") in width when placed (i) within ten feet (10') of an adjoining exhibit or (ii) within five feet (5') of an aisle (since adjoining exhibitors are entitled to the same reasonable sight line from the aisles as they would expect if they were adjacent to an exhibitor without a canopy or false ceiling). Exhibitors installing a canopy or false ceiling shall be responsible for checking and ensuring that the canopy or false ceiling meets or exceeds all applicable codes, rules, regulations, and ordinances (e.g., fire code, safety code, and building code). Any part of an exhibit that fails to meet all such codes, rules, regulations, and ordinances will either be modified or removed. Exhibitor will be solely responsible for the costs and expenses of such modification or removal. (viii) Hanging Signs. All hanging signs must be approved in advance by Organizer and coordinated with PSAV to hang the sign. Any part of an exhibit that fails to meet all such codes, rules, regulations, and ordinances will be modified or removed so that the exhibit meets all such requirements. Exhibitor will be solely responsible for the costs and expenses of such modification or removal. (ix) Acceptability of Booth Design and Demonstrations. All exhibits must be designed and operated in a manner that is acceptable to Organizer. Organizer reserves the right to require immediate



withdrawal, expulsion, or cessation of any conduct that the Organizer deems unacceptable. Product and service sampling are acceptable within exhibitor's booth space so as not to interfere with attendee traffic in the aisles. Exhibitors are not permitted to hand out, distribute, or display their product or services or hand out material at any site at the Baseball Trade Show or Baseball Winter Meetings other than exhibitor's own booth without prior approval from Organizer. Violations include, but are not limited to, placing brochures on display tables, handing out material at the trade show entrance, mascot and entertainment acts performing in the aisles or in open areas, or promotional items being distributed around the exhibit hall other than at exhibitor's own booth. Noise levels from demonstrations, sound systems, and other devices must not interfere with others. Organizer may limit the use of any sound, light, or other device by exhibitor. (x) Food and Beverage Sampling. Food and beverage sampling is allowed. Exhibitors must adhere to the San Diego Convention Center sampling policy and keep their sampling size to 2 ounces or less. (xi) Care of Exhibit Space. Exhibitor must, at exhibitor's sole cost and expense, maintain the booth space and exhibit in a neat, clean, orderly, and safe manner. Each exhibitor must provide a representative at all times within the exhibit space during the open hours. (xii) No Suitcasing. Any attendee who is observed to be soliciting business in the aisles or other public spaces, in another company's booth, or in violation of any portion of the Baseball Trade Show Rules and Regulations will be asked to leave immediately and may be banned from future shows. (xiii) Character of Booths. Exhibitors shall not display products or services, or engage in any activity, that Organizer, in its sole and absolute discretion, deems offensive or distasteful.

11. IDENTIFICATION AND SECURITY

All exhibitor personnel must wear an official Baseball Trade Show name badge whenever they are on the exhibition floor (regardless of whether the 2014 Baseball Trade Show is open to attendees or not). Anyone not wearing an identification badge will be prohibited from entering or be asked to leave the premises. As a precaution to ensure maximum security, after-hours work will not be permitted in the exhibit hall. Exhibitors must take provisions for safeguarding their goods, materials, equipment, and displays. Although Organizer will provide 24-hour perimeter security throughout the Baseball Trade Show exhibition period (including installation and dismantling periods), the furnishing of such service shall not be construed as an assumption of any obligation or duty by either Organizer or the San Diego Convention Center with respect to the protection of exhibitor's property (or other property located within exhibitor's booth), which shall always be deemed to remain in the sole possession and custody of exhibitor. Under no circumstances will either Organizer, NAPBL, or the San Diego Convention Center, or any person or entity related to them, be held responsible for any lost, damaged, or stolen property.

12. SALE OF GOODS AND SERVICES

Exhibitor is solely responsible (i) for obtaining any licenses, permits, or approvals required under local or state law applicable to its activity at the Baseball Trade Show, (ii) for obtaining any tax identification numbers, and (iii) for paying all taxes, license fees, or other charges that shall become due to any governmental authority in connection therewith. All sales must be conducted within the confines of the booth and comply with all applicable federal, state, and local laws and regulations.

13. FIRE AND SAFETY REGULATIONS

All fire and safety regulations will be strictly enforced. Each exhibitor assumes responsibility for compliance with such regulations. All decorations and booth equipment must be fire resistant and electrical wiring must meet all safety requirements of the official service contractor. Affidavits attesting to compliance with fire department regulations must be submitted upon request. Combustible material shall not be stored in the exhibit area.

All product demonstrations involving any moving and potentially hazardous machines, displays, or parts (e.g., batting machines) must have hazard barriers to prevent accidental injury to attendees or other exhibitors. Demonstrations must always be supervised by exhibitor personnel who can stop the demonstration in the event of an emergency.

14. LIABILITY

EXHIBITOR ASSUMES ALL RISK AND RESPONSIBILITY RELATED TO ITS ATTENDANCE AT THE BASEBALL TRADE SHOW. EXHIBITOR AGREES THAT ORGANIZER, NAPBL, AND THE SAN DIEGO CONVENTION CENTER, AND ALL OF THEIR RESPECTIVE SHAREHOLDERS, MEMBERS, PARTNERS, SUBSIDIARIES, PARENTS, AFFILIATED ENTITIES, DIRECTORS, OFFICERS, EMPLOYEES, REPRESENTATIVES, AGENTS, CONTRACTORS, SUBCONTRACTORS, AND ATTORNEYS SHALL NOT BE LIABLE TO ANY ENTITY OR INDIVIDUAL FOR ANY CLAIMS, SUITS, CAUSES OF ACTION, LOSSES, DAMAGES, GOVERNMENTAL CHARGES OR FINES, COSTS, EXPENSES (INCLUDING ATTORNEYS' FEES), OR INJURIES TO PERSONS OR PROPERTY ARISING OUT OF OR RELATING TO (I) THE EXHIBIT OR PROPERTY OF EXHIBITOR, (II) THE USE OR OCCUPANCY OF THE EXHIBIT BOOTH SPACE AND CONVENTION PREMISES BY EXHIBITOR OR ANY OF EXHIBITOR'S OFFICERS, EMPLOYEES, REPRESENTATIVES, GUESTS, AGENTS, OR INDEPENDENT CONTRACTORS (III) ANY NEGLIGENCE, INTENTIONAL, OR OTHER ACT OR OMISSION OF EXHIBITOR OR ANY OF EXHIBITOR'S OFFICERS, EMPLOYEES, REPRESENTATIVES, GUESTS, AGENTS, OR INDEPENDENT CONTRACTORS, (IV) ANY VIOLATION OF LAW, CODE, REGULATION, ORDINANCE, INSTRUCTION, GUIDELINE, OR OTHER RULE, INCLUDING, WITHOUT LIMITATION, THESE RULES, BY EXHIBITOR OR ANY OF EXHIBITOR'S OFFICERS, EMPLOYEES, REPRESENTATIVES, GUESTS, AGENTS, OR INDEPENDENT CONTRACTORS, (V) ANY ACTUAL OR CLAIMED INFRINGEMENT OF ANY COPYRIGHT, TRADEMARK, PATENT, TRADE SECRET, OR PRIVILEGES BY EXHIBITOR OR ANY OF EXHIBITOR'S OFFICERS, EMPLOYEES, REPRESENTATIVES, GUESTS, AGENTS, OR INDEPENDENT CONTRACTORS, OR (VI) ANY PRODUCT OR SERVICE OF EXHIBITOR. SUBPARAGRAPHS (I) THROUGH (VI), ABOVE, ARE HEREINAFTER REFERRED TO AS AN "INDEMNIFIED EVENT." NEITHER ORGANIZER, NAPBL, NOR THE SAN DIEGO CONVENTION CENTER MAINTAIN INSURANCE COVERING EXHIBITOR'S PROPERTY. IT IS THE SOLE RESPONSIBILITY OF EXHIBITOR TO OBTAIN BUSINESS INTERRUPTION AND PROPERTY DAMAGE INSURANCE INSURING ANY LOSSES BY EXHIBITOR.

15. INDEMNIFICATION

EXHIBITOR AGREES TO INDEMNIFY, DEFEND, AND HOLD HARMLESS ORGANIZER, NAPBL, AND THE SAN DIEGO CONVENTION CENTER, AND ALL OF THEIR RESPECTIVE SHAREHOLDERS, MEMBERS, SUBSIDIARIES, AFFILIATED ENTITIES, DIRECTORS, OFFICERS, EMPLOYEES, AGENTS, AND ATTORNEYS FROM AND AGAINST ANY AND ALL CLAIMS, THREATS, DAMAGES, INJURY, LOSSES, LIABILITY, SUITS, ACTIONS, DEMANDS, JUDGMENTS, PROCEEDINGS (WHETHER LEGAL, EQUITABLE, ADMINISTRATIVE, OR OTHERWISE), AND COSTS AND EXPENSES (INCLUDING, WITHOUT LIMITATION, REASONABLE ATTORNEYS' FEES AND EXPENSES) RELATING TO OR ARISING IN WHOLE OR IN PART FROM AN INDEMNIFIED EVENT.

16. INSURANCE

Each exhibitor must at its sole expense, procure and maintain a Commercial General Liability insurance policy in the amount of at least two million dollars (\$2,000,000) Combined Single Limit for personal injury and property damage. Such insurance shall be primary and not require contribution from any of the additional insureds' other insurance coverages and shall afford immediate defense and indemnification, as named additional insureds, to The National Association of Professional Baseball Leagues, Inc., Professional Baseball Promotion Corp., and the San Diego Convention Center to the limit of not less than one million dollars (\$1,000,000). The insurance policy is due with exhibitor's application. Each insurance policy required by these rules shall contain the following provisions:

- The insurance policy shall at least begin at 12:01 a.m. on Sunday, December 7, 2014 and shall not be cancelled before 11:59 p.m. on Thursday, December 11, 2014, or until after thirty (30) days prior written notice has been given to General Counsel, Minor League Baseball, PO Box A, St. Petersburg, FL 33731-1950.

- The Commercial General Liability policy described above shall include the following additional insured endorsement

language: "The National Association of Professional Baseball Leagues, Inc., Professional Baseball Promotion Corp., and San Diego Convention Center, and each of their respective officers, directors, shareholders, members, agents, and employees are named as additional insureds."

- Workers' compensation insurance as required by law.

- Exhibitors who do not currently have Commercial General Liability insurance can purchase coverage through Minor League Baseball for a fee of two hundred dollars (\$200). Please fill out Part 4 of the Booth Space Application and include two hundred dollars (\$200) with your payment.

- Exhibitors must provide Organizer with a Certificate of Insurance evidencing such coverage when submitting the Baseball Trade Show exhibit booth application or purchase insurance coverage through the booth space application. Booth applications will not be processed until proof of insurance is received. Failure to provide evidence of insurance coverage will result in exhibitor losing the ability to exhibit and forfeiture of any deposit as decided by Organizer in its sole discretion. If your current insurance policy expires before the show dates, please send your current policy with this application and submit a new policy when it renews.

17. ALCOHOLIC BEVERAGES

Exhibitors may not sell, serve, or otherwise distribute alcoholic beverages at the Baseball Trade Show without prior written approval of Organizer.

18. VIOLATIONS

Exhibitor agrees to adhere to and abide by all applicable laws, codes, ordinances, terms, conditions, rules, and regulations including, without limitation, the rules and regulations outlined herein, in the Exhibitor Service Kit, and in the San Diego Convention Center rules and regulations as each may be supplemented or amended. The intent of these rules and regulations is to make the 2014 Baseball Trade Show a safe, enjoyable, and productive event for attendees and exhibitors alike. Any violation of these rules and regulations by exhibitor (or exhibitor's officers, employees, representatives, agents, or independent contractors) may subject exhibitor, at the option and discretion of Organizer, to punitive action, including, without limitation, (i) immediate expulsion of exhibitor or the offending individual, (ii) forfeiture of all moneys paid to Organizer, and (iii) loss of exhibiting privileges during the Baseball Trade Show and/or at future Baseball Trade Shows. Upon evidence of any violation, Organizer may re-enter and take possession of the booth space allocated to exhibitor, and Organizer may remove all persons and property therein at exhibitor's risk. Exhibitor shall pay and be responsible for all costs, expenses, and damages resulting from the violations of these rules including, without limitation, any costs or expenses associated with dismantling exhibitor's exhibit, cleaning up exhibitor's booth space, lost profits, and transportation and lodging expenses.

19. REBATES

Organizer will receive a room rebate in the amount of \$5 per room night from the Hilton San Diego Bayfront. The rebate will help offset the costs of putting on the Baseball Winter Meetings, Baseball Trade Show, and related events.

20. CLAIMS ABOUT PRODUCTS AND SERVICES

Exhibitors' product and service claims are not verified by anyone associated with the Baseball Trade Show. Products shown may not be approved for on-field use.

21. GENERAL

All issues not covered by these rules and regulations are subject to the sole and absolute discretion of Organizer. These rules and regulations may be amended at any time by Organizer, and all amendments thereto are binding on the parties affected by them upon notice thereof.



CERTIFICATE OF LIABILITY INSURANCE		DATE (MM/DD/YYYY) 01/01/2014					
<p>THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.</p> <p>IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).</p>							
PRODUCER K&K Insurance Group, Inc. 1712 Magnavox Way Fort Wayne IN 46804	CONTACT NAME: PHONE (A/C, No. Ext): FAX (A/C, No): E-MAIL ADDRESS: PRODUCER CUSTOMER ID #:						
INSURED Name of the entity exhibiting Address of the entity exhibiting	INSURER(S) AFFORDING COVERAGE INSURER A: Nationwide Mutual Insurance Company INSURER B: INSURER C: INSURER D:	NAIC # 23787					
COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:							
<p>THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.</p>							
INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC			TBD	12/08/2014 12:01 AM	12/11/2014 12:01 AM	EACH OCCURRENCE \$1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$100,000 MED EXP (Any one person) \$5,000 PERSONAL & ADV INJURY \$1,000,000 GENERAL AGGREGATE \$3,000,000 PRODUCTS-COMP/OP AGG \$1,000,000 PROFESSIONAL LIABILITY LEGAL LIAB TO PARTICIPANTS
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> NON-OWNED AUTOS <input checked="" type="checkbox"/> Not provided while in Hawaii						COMBINED SINGLE LIMIT (Ea Accident) BODILY INJURY (Per person) BODILY INJURY (Per accident) PROPERTY DAMAGE (Per accident)
	UMBRELLA LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> DEDUCTIBLE <input type="checkbox"/> RETENTION						EACH OCCURRENCE AGGREGATE
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/ EXECUTIVE OFFICER/MEMBER EXCLUDED? <input type="checkbox"/> (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y / N	N / A				WC STATUTORY LIMITS OTHER E.L. EACH ACCIDENT E.L. DISEASE - EA EMPLOYEE E.L. DISEASE - POLICY LIMIT
	MEDICAL PAYMENTS FOR PARTICIPANTS						PRIMARY MEDICAL EXCESS MEDICAL
DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)							
The National Association of Professional Baseball Leagues, Inc., Professional Baseball Promotion Corp., San Diego Convention Center and their officers, directors, shareholders, members, agents and employees are named as additional insureds.							
CERTIFICATE HOLDER Minor League Baseball Professional Baseball Promotion Corp. 9550 16 th Street North St. Petersburg, FL 33716				CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE			

- Exhibitor must carry a General Commercial Liability policy in the amount of at least one million dollars (\$1,000,000).
- Name the National Association of Professional Baseball Leagues, Inc., Professional Baseball Promotion Corp., the San Diego Convention Center and their officers, directors, shareholders, agents and employees as additional insureds on the certificate.
- Policy must cover dates: Dec. 8 -10, 2014.
- Minor League Baseball and Professional Baseball Promotion Corp. are the Certificate Holder. (See Address above.)
- The insured name on the certificate must be identical to the company name listed on the booth space application.
- Insurance company must be located and licensed to do business in the U.S.A.
- Policy Number must be listed on the certificate.