

KNECHT CUP REGATTA

VENDOR INFORMATION

April 10 & 11, 2010

DATE Saturday & Sunday, April 10 & 11, 2010

LOCATION Cooper River, Cherry Hill, NJ

PARTICIPANTS Collegiate 3,000

IMPORTANCE One of the largest collegiate regattas attracting teams from throughout the country.

CONTACT Matthew Kelly, Vice Chairman

Knecht Cup Regatta

8811 Duveen Dr.

Wyndmoor, PA 19038

(215) 402-0230

Matthewkelly2@verizon.

WEB SITE www.villanovarowing.com

The following information is an overview of how you can become a vendor at this year's event.

THE LAYOUT – The Vendor Area is located adjacent to the finish line area.

You are welcome to open on Thursday when there are large numbers of participants and family members on-site. We will make every effort to accommodate you; however, the final placement of each vendor will be at the discretion of the Knecht Cup Regatta and sponsors have a priority and space is limited.

PRICING – On the anticipated Vendor Area layout, the access and appeal of the spaces is nearly equal.

TENT SPACE – Spaces are 10' x 10', 10' x 20', and 10' x 30', with partitions. **Please note that the Vendor Area configuration does not allow for overflow merchandising at most booths.**

BOAT EXHIBITORS- The cost to display boats is \$1,000 and will accommodate up to 2 boats. You must provide your own tent which may be no larger than 20'x20' or call for tent pricing.

EQUIPMENT - Each 10' x 10' space includes one eight-foot table and two chairs. Electricity is available for an additional cost of \$50.00 per space.

RESERVATIONS - To reserve your space, please fill out and send in the reservation form, the contract and fee.

If you need further assistance or have additional questions, you can contact the Knecht Cup Regatta at matthewkelly2@verizon.net or by phone at (215) 402-0230.

CANCELLATIONS - Should it become necessary to cancel your reservation, immediately notify the Knecht Cup Regatta in writing. Fees will **not** be refunded if notification is received after March 14, 2009. Remember that the event is a GO, rain or shine!

PARKING

Given the layout and considerable space constraints of the site, it is not possible for Vendor Area participants to park vehicles adjacent to their spaces. We will provide vendors parking adjacent to the course. Please plan accordingly.

MISCELLANEOUS

- Vendor Area Director Matthew Kelly will be available Thursday at the site for vendors to pick up their two parking passes and tent location. He will assist where possible throughout the weekend.
- The Knecht Cup Regatta cannot be responsible for damage or loss.
- Please read the "Official Regulations and Conditions of Contract" and review the other documents for further information regarding the Vendor Area.

ADVERTISING

- Please see the Advertising Rate Sheet should you be interested in advertising space in our Official Regatta Program.
- For those vendors who would like to upgrade their support of the Knecht Cup Regatta sponsorships begin at \$1,500. Benefits include vendor space in a premium location, signage, and advertising. If you are interested in getting a sponsorship proposal outlining the full range of options, please contact Matthew Kelly, at Matthewkelly2@verizon.net or (215) 402.0230.

We hope your experience at the Knecht Cup Regatta is both pleasant and profitable! We look forward to welcoming you to the regatta.

Jack St. Clair, Regatta Chairman

Matthew Kelly, Vendor area Director/Vice Chairman

KNECHT CUP REGATTA
VENDOR AREA SPACE RESERVATION REQUEST FORM
April 10 & 11, 2010

Due March 19, 2010. After such date a 50% surcharge will apply and reservations will only be accepted if space permits.

Company Name:

Contact:

Address:

Telephone: _____

Fax: _____

Email: _____

Product Line Description:

VENDOR FEE TOTAL

10' x 10' \$500.00

10' x 20' \$750.00

10' x 30' \$1,000.00

AFTER MARCH 14, 2009 an additional surcharge of 50% will apply.

ADDITIONAL TABLES: \$25.00 per table

ELECTRICITY: \$50.00

BOAT DISPLAY: \$1,000

TOTAL DUE \$ _____

Check # _____ enclosed made payable to Knecht Cup Regatta

Please charge total due to Visa MasterCard # _____

Name on Card _____

Signature _____

Expiration Date _____

Send or fax to: Knecht Cup Regatta

8811 Duveen Dr.

Wyndmoor, PA 19038

Fax: 215-402-0235

KNECHT CUP REGATTA
2010 Knecht Cup Regatta Event
Official Regulations and Conditions of Contract

Contract for Exhibit Space: By submitting an application for exhibitor space and acceptance of application, the application becomes a binding contract between Exhibitor's company (hereafter called "Exhibitor") and the Knecht Cup Regatta Inc. (hereafter called "Knecht Cup ").

Hold Harmless: Exhibitor agrees to hold harmless Knecht Cup Regatta, Committee members, sponsors and co-sponsors, agents, employees, and Camden County Parks Department from any and all liabilities which may arise as a result of Exhibitor's operation of Exhibit space or performance under this contract. Exhibitor understands that no insurance is offered by the Knecht Cup and that insurance must be obtained by and at the expense of the Exhibitor. Exhibitor shall maintain liability insurance in an amount not less than \$100,000, and shall name Knecht Cup Regatta as an additionally insured on the liability policy.

Exhibit Set-Up and Breakdown: Exhibitor understands that set-up shall not commence before 11 A. M. Friday, April 9, 2010, and that exhibits must be broken down and removed from the premises by 5 P.M. Sunday April 11, 2010. No vehicles may be driven inside the vendor area during regatta hours.

Refunds: Exhibitor understands that refunds will be honored under the following circumstances only: A full refund of fees if cancellation is received in writing at the Knecht Cup Regatta office no later than March 19, 2010. No refunds will be given for cancellations after March 19, 2010.

Interpretation and Enforcement: These Regulations and Conditions become a part of the contract between Exhibitor and Knecht Cup Regatta. All matters in question not covered by these Regulations and Conditions are subject to the decision of Knecht Cup Regatta, and all decisions made shall be so binding on all parties affected by them. Authority to enforce these Regulations and Conditions under the Knecht Cup Regatta is vested in the Chairman of the Knecht Cup Regatta, the Knecht Cup Regatta Board of Directors, and the Knecht Cup Regatta Executive Director. Knecht Cup Regatta shall not be liable for failure to perform its obligations under this contract due to acts of God or any causes beyond its control.

The undersigned agrees to the terms of these Regulations and Conditions, and states that he or she is a fully authorized representative of Exhibitor, with full authority to sign on behalf of Exhibitor's company.

Authorized Exhibitor Representative

Position/Title

Date

Rec'd By: _____
Print Name Knecht Cup Regatta

Date