

**Rock The Ink Tattoo and Entertainment Festival**  
**Ontario Convention Center**  
**Ontario CA**  
**April 30, May 1 & 2 2010**

**GUIDELINES**

Vendor/Exhibitor Schedule:

Thursday April 29	Load-In for Large Displays Only	
Friday April 30	General Load-In	8 AM to 1 PM
Friday April 30	Expo Hours	1 PM to 11 PM
Saturday May 1	Expo Hours	11 AM to 11 PM
Sunday May 2	Expo Hours	11 AM to 9 PM
Sunday May 2	Move-Out (No early move-out.)	9:30 PM – 11:30 PM

Venue Information: [www.ontariocc.com](http://www.ontariocc.com)

Transportation: LA/Ontario International Airport (airport code: ONT)

Host Hotel: Ontario Airport Marriott will be host hotel. First come. First serve. Please book your hotel rooms early. Check website for details. Rooms are blocked until April 7<sup>th</sup>, 2010, after which rooms and rates are based on availability.

What to Bring: Surge Protector/AC Strip, extension cords, booth banner/backdrop. Extra tables, chairs, tablecloths, displays, etc. Bring hand truck or dolly for load-in/load-out.

No Music: No music. Event DJ's & Music will be provided.

Seller's Permit: Per state regulations, anyone selling merchandise must have a valid State seller's permit. Failure to do so will be subject to removal from show. Bring a copy of your permit to the show. Seller's Permit/Form will be made available for downloading from [www.rocktheink.net](http://www.rocktheink.net)

Food/Beverage Vendors: Food/Beverage samplings must be pre-approved by both Rock The Ink and facility. Contact [info@rocktheink.net](mailto:info@rocktheink.net) with inquiries and to obtain specific guidelines for food/beverage vending.

**\*\*Please note that we assume vendor booths will not host a tattoo artist or artists. If you intend to have a tattoo artist in your booth, please notify Rock The Ink and request artist registration information and forms.**

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**VENDOR REGISTRATION FORM**

Name of Business: \_\_\_\_\_

Owner of Business: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Office Phone: \_\_\_\_\_

Office Fax: \_\_\_\_\_

Owner Email Address: \_\_\_\_\_

Shop Website Address: \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_

Primary Contact Cell #: \_\_\_\_\_

Primary Contact Email Address: \_\_\_\_\_

State Seller's Permit #: \_\_\_\_\_

Items You Sell: \_\_\_\_\_  
\_\_\_\_\_

Business owner listed above will be responsible for booth space contract, fees and remittance of booth payment on behalf of shop and its registrants.

Signature of Owner: \_\_\_\_\_

**PRINT NAME:** \_\_\_\_\_

**DATE**

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**EXHIBITOR APPLICATION AND CONTRACT**

Rock The Ink and its partners, herein referred to as Management and Vendor/Artist herein referred to as Exhibitor. Exhibitor is required to obtain and display required license(s), permit (s) and certificates noted in the Rock The Ink Guidelines and Contract, and to remit and report all sales tax generated at the show as required by governmental agencies, City, and State. Exhibitor must abide by the published schedule of show hours, move-in and move-out times. Exhibitor must occupy his/her booth at least one hour prior to the opening of the show; otherwise Management may relocate or cancel booth without further notice and without refund or exchange. Exhibitor may not terminate his/her exhibit and leave the show before the published close of the show. Management assumes no responsibility and liability for merchandise or exhibit left in exhibit hall beyond move-out time and an overtime charge of \$100 will apply. It is the Exhibitor's sole responsibility to leave the rented space in its original condition, otherwise Management will charge a trash removal/damage/repair fee of at least \$100. Exhibitor must have liability insurance, and be responsible for his/her own liability and action resulting from the operation of his/her exhibit. Exhibitor must abide by all City, County, and State laws regulating tattooing and/or piercing. Management prohibits any and all illegal actions and activities. Exhibitor agrees to hold harmless Management, SMG, Ontario Convention Center, and their management, sponsors, officers, agents, employees and attendees, person or property in connection with Artist/Vendor's use and occupancy of the exhibit space or participation in Rock The Ink from any and all liability including but not limited to any bodily injury, illegal activity, property damage and all other liabilities arising from the operation of the exhibit, services provided or products sold during the show. Management will not be responsible for any loss of property due to theft, fire, accident, or other causes. Due to the nature of expo business, Exhibitor assumes full obligation of this contract including the full balance due once contract is signed. No cancellation, refund, exchange, or cool off period is allowed whether or not deposit has been made or booth assignment has been made. Exhibit space will not be assigned until Management has received full payment. Management reserves the right to cancel Exhibitor's contract and forfeit any deposit made if full payment is not received 30 days prior to the show date or if required licenses, permits and/or certificates are not turned into Rock The Ink. It is understood that any projection/quotation on attendance is based on Management projection. Management offers no guarantee on attendance and no guarantee on Exhibitor's performance. No subletting of booth space allowed. Exhibitor will forfeit his/her right to exhibit without refund if this policy is violated. No taping, nailing, or painting is allowed on walls or poles. Management reserves the right to change exhibit hall, alter floor plan, and or re-assign exhibit space if deemed necessary for the benefit and commonwealth of the show. If Exhibitor accepts a re-assigned space at show for any reason, the fulfillment of this contract is deemed completed with no other recourse possible. Management reserves the right to refuse business to anyone or organization.

Exhibitor is responsible to get all permits/licenses/registrations/certificates. Failure to comply or failure to participate has no recourse.

Date: \_\_\_\_\_ Title: \_\_\_\_\_ Name (print in block letters) \_\_\_\_\_  
Authorized Signature: \_\_\_\_\_

With my signature above, I hereby enter into contract with Management for exhibit space(s) as indicated. I understand and agree to the terms and conditions of event guidelines and of this contract, which is legal and binding in the courts of law in New York. I agree that Management will not make any refund or exchange for cancellation or failure to show up at the show. I understand that this contract is not cancelable. My company and/or I agree to pay the full amount and assume the full responsibility of this contract.

**Rock The Ink – Tattoo and Entertainment Festival  
 Ontario Convention Center  
 Ontario CA  
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(Circle desired Booth Size)

**10 X 10 Vendor Booth – In Line                      \$600**

Includes two vendor wristbands.  
 Includes pipe & drape, electrical service, two skirted tables, two chairs, 1 garbage can.  
 Each additional representative wristband is \$50.00  
 Maximum of 4 representatives in 10 x 10 booth.

**10 x 20 Vendor Booth – In Line                      \$1200**

Includes four vendor wristbands.  
 Includes pipe & drape, electrical service, four skirted tables, four chairs, 1 garbage can.  
 Each additional representative wristband is \$50.00  
 Maximum of 8 representatives in 10 x 20 booth.

**10 x 20 Vendor Booth – End Cap                      Limited Availability. Please call**

Includes four vendor wristbands.  
 Includes pipe & drape, electrical service, four skirted tables, four chairs, 1 garbage can.  
 Each additional representative wristband is \$50.00  
 Maximum of 8 representatives in 10 x 20 booth.

\*\*\*\*\*

VENDOR NAME: \_\_\_\_\_ Booth Cost: \_\_\_\_\_

Additional Reps at \$50/per rep.                      # of additional reps \_\_\_\_\_ x \$50 :                      + \_\_\_\_\_

**Total Due:** \_\_\_\_\_

List Reps Attending:

- |          |          |
|----------|----------|
| 1. _____ | 3. _____ |
| 2. _____ | 4. _____ |

**Payment is due in full. Remit payment along with application as soon as possible as space is limited.  
 Payment in full is required to post vendor name and link on event website.**

\$ \_\_\_\_\_ Enclosed (made payable to “Front Row Productions Inc.”)

**Send payment in full and completed Rock The Ink registration forms to:**

**Front Row Productions Inc.  
 269 South Beverly Drive, #1049  
 Beverly Hills CA 90212**

**Questions (?) Call us at 310-843-9020 or  
 Send email to: [info@rocktheink.net](mailto:info@rocktheink.net)  
 Our fax number is (310) 843-9060**

# Rock the Ink™

For good and valuable consideration such as the opportunity for broad promotional and commercial exposure, \_\_\_\_\_ [Vendor's Loan Out Company] and \_\_\_\_\_ [Vendor] grant Front Row Productions Inc. ("Front Row") or the production company engaged by it to produce the reality television series tentatively entitled "Rock The Ink" (the "Program") the unencumbered right and license to record, film, photograph, tape and otherwise capture, reproduce, and disseminate Vendor's name, stage name, voice, likeness, image, logo, performance, biographical material as well as logo images, branded product, merchandise, and any services provided by \_\_\_\_\_ [Vendor's Loan Out Company] and/or \_\_\_\_\_ [Vendor], for all commercial and promotional purposes relating to the Program.

The parties herein further acknowledge that Front Row, or its assigns, shall solely, exclusively and in perpetuity own all rights, title and interest in the results and proceeds of the any recorded or captured appearance or performance by You pursuant to this Agreement that relate to the Program as well as all elements and components thereof and all copyrights, renewals and extensions therein as well as all such copyrights in derivative and ancillary works. Front Row shall have the right, but not the obligation to distribute, license, sub-license, market, promote, exhibit and otherwise exploit all rights obtained herein in perpetuity throughout the universe in all languages and in all media and formats by any and all means (whether now known or hereinafter developed), including, without limitation, all forms of theatrical, non-theatrical, television, interactive multimedia, home video, television, Internet and online, digital distribution, publishing subsidiary, derivative and ancillary rights in connection with the Program, whether now known or hereinafter developed, with no further obligation to or compensation due to Lender or Vendor. Front Row shall retain any proceeds and profits derived from the Program for its own account, with no duty to account therefore, to Lender or Vendor. All of the services and results provided by you in connection the Program shall be considered "works made for hire" for Front Row for the purposes of copyright law. To the extent that the right, title, or interest in or to any such work may not by operation of law, or otherwise, vest in the Front Row or such work may not be considered a "work made for hire," then all right, title and interest therein is hereby irrevocably assigned to Front Row.

With my signature below, I hereby declare I am authorized to sign on behalf of Vendor's Loan Out Company and accept and agree to terms above:

x \_\_\_\_\_ Date \_\_\_\_\_

\_\_\_\_\_  
Print Name of Signatory

\_\_\_\_\_  
Print Name of Vendor's Loan Out Company

With my signature below, I hereby declare that I am a Vendor and accept to and agree to terms above:

x \_\_\_\_\_ Date \_\_\_\_\_

\_\_\_\_\_  
Print Name of Vendor

**SAMPLE OF RELEASE FORM- PLEASE REFERENCE WHEN FILLING OUT YOUR RELEASE**

(The vendor loan out company is the name of vending company, in this example: Sparkle Jewelry. The vendor name is the name of the person who will be on site selling or providing Vending Company items/services, This example it is: Sally Salesperson. If Vendor name(s) are not known at the time of sending in this application, authorized signatory should sign on behalf of Vendor Loan Out Company, and send this form in. Signatures of Vendors will be taken on site.) Questions? Please call (310) 843-9020.

For good and valuable consideration such as the opportunity for broad promotional and commercial exposure, **SPARKLE JEWELRY** [Vendor’s Loan Out Company] and **SALLY SALESPERSON** [Vendor] grant Front Row Productions Inc. (“Front Row”) or the production company engaged by it to produce the reality television series tentatively entitled “Rock The Ink” (the “Program”) the unencumbered right and license to record, film, photograph, tape and otherwise capture, reproduce, and disseminate Vendor’s name, stage name, voice, likeness, image, performance, biographical material, as well as logo images, branded products, merchandise, and any services provided by **SPARKLE JEWELRY** [Vendor’s Loan Out Company] and/or **SALLY SALESPERSON** [Vendor], for all commercial and promotional purposes relating to the Program.

The parties herein further acknowledge that Front Row, or its assigns, shall solely, exclusively and in perpetuity own all rights, title and interest in the results and proceeds of the any recorded or captured appearance or performance by You pursuant to this Agreement that relate to the Program as well as all elements and components thereof and all copyrights, renewals and extensions therein as well as all such copyrights in derivative and ancillary works. Front Row shall have the right, but not the obligation to distribute, license, sub-license, market, promote, exhibit and otherwise exploit all rights obtained herein in perpetuity throughout the universe in all languages and in all media and formats by any and all means (whether now known or hereinafter developed), including, without limitation, all forms of theatrical, non-theatrical, television, interactive multimedia, home video, television, Internet and online, digital distribution, publishing subsidiary, derivative and ancillary rights in connection with the Program, whether now known or hereinafter developed, with no further obligation to or compensation due to Lender or Vendor. Front Row shall retain any proceeds and profits derived from the Program for its own account, with no duty to account therefore, to Lender or Vendor. All of the services and results provided by you in connection the Program shall be considered “works made for hire” for Front Row for the purposes of copyright law. To the extent that the right, title, or interest in or to any such work may not by operation of law, or otherwise, vest in the Front Row or such work may not be considered a "work made for hire," then all right, title and interest therein is hereby irrevocably assigned to Front Row.

With my signature below, I hereby declare I am authorized to sign of behalf of Vendor’s Loan Out Company and accept and agree to terms above:

X \_\_\_\_\_

**MR/MRS OWNER OF COMPANY**                      **date**

With my signature below, I hereby declare that I am the Vendor and accept to and agree to terms above:

X \_\_\_\_\_

**SALLY SALESPERSON**                      **date**

For:    **SPARKLE JEWELRY**  
\_\_\_\_\_

**VENDING COMPANY OWNERS, PLEASE MAKE COPIES AT YOUR END. IF YOU ARE SENDING FOUR VENDOR REPS TO SELL YOUR PRODUCT, PLEASE MAKE FOUR COPIES AND SIGN ALL 4 COPIES ON LEFT HAND SIDE. YOUR SELLERS MAY SIGN FORM UPON CHECK IN. THANK YOU.**

Front Row Productions Inc.  
269 South Beverly Drive, Suite 1049  
Beverly Hills CA 90212

Phone: 310-843-9020 Fax: 310-843-9060 email: info@rocktheink.net

**CREDIT CARD/DEBIT CARD AUTHORIZATION FORM FOR ROCK THE INK**

I authorize Front Row Productions, Inc. to charge my credit card/debit card in the amount of \$\_\_\_\_\_ (U.S. Dollars), which includes 3% handling fee.

Charges are for:

Booth Rental: \_\_\_\_\_  
Additional Artists/Reps \_\_\_\_\_ (if applicable)  
Health Dept Fee: \_\_\_\_\_ (if applicable)  
Subtotal: \_\_\_\_\_  
Plus Handling Fee (3%) + \_\_\_\_\_  
Total Charged: \_\_\_\_\_

Company Name: \_\_\_\_\_

Does Company Name Appear on Card: (circle one) YES / NO

Card Billing Address:

Street \_\_\_\_\_ Apt#/Suite# \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Credit Card Holders name as it appears on card: \_\_\_\_\_

Card # \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Security code: \_\_\_\_\_ (the 3 digits after your card number located on the back of Visa/MC cards)

\* CUSTOMER CERTIFIES THAT THE INFORMATION ABOVE IN THIS AUTHORIZATION IS TRUE & CORRECT. Front Row Productions Inc. IS HEREBY AUTHORIZED TO BILL LISTED CREDIT CARD FOR CHARGES LISTED ABOVE. A refund will not be given in the event ARTIST/VENDOR fails to participate Rock The Ink event listed above.

Name of Authorized (please print) \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

The credit card/debit card used for this purchase must be presented upon check-in at Rock The Ink along with ID so that cardholder can be identified and a proper receipt can be issued to the cardholder. Thank you

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**REGISTRATION CHECKLIST**

Please remember to include the following:

- \_\_\_\_\_ Vendor Registration Form - Signed
- \_\_\_\_\_ Exhibitor Application and Contract- Signed
- \_\_\_\_\_ Vendor Booth Payment Form
- \_\_\_\_\_ Enclose payment or signed credit card form
- \_\_\_\_\_ Enclose Release Form Signed for filming of Reality TV  
(one signed form needed for each Vendor Rep attending)

Front Row Productions Inc.  
269 South Beverly Drive, #1049  
Beverly Hills CA 90212

Phone: 310-843-9020  
Fax: 310-843-9060  
Email: [info@rocktheink.net](mailto:info@rocktheink.net)