



TheRugShow

U S A
S E P
7 - 9
2024



MEADOWLANDS EXPO CENTER
SECAUCUS NJ

@THERUGSHOW | THERUGSHOW.COM

OUR MISSION

The Rug Show is a non-profit industry association comprised of producers, importers and wholesalers whose primary aim is to better promote and expand the collective interests of our industry. By bringing together a consortium of different rug industry businesspersons—particularly from North America—to develop promotional ideas, stage events and expand positive exposure for our wares across the globe, The Rug Show will develop marketing tools, promote member brands and expand mutually beneficial connections across the industry.

We will be a totally member-driven association, with an open door policy towards all in the industry and will have an entirely transparent and non-profit operational structure.

The Rug Show has become one of the largest collections of beautiful hand-made and machine-made carpets in North America.

The Rug Show has become one of the most exciting shows to date, already attracting the highest quality exhibitors from around the globe.

The Rug Show prides itself on delivering a premium show to impress all visitors and to ensure a valuable opportunity for our exhibitors.

As a non-profit organization, we work together as wholesalers and producers to achieve superior services and amenities for our buyers as well as savings for our exhibitors all while taking advantage of exclusive benefits.

BOOTH COST

- ◆ Minimum square footage is 400 s/f and can be increased in increments of 200 s/f.
- ◆ Booth cost for **The Rug Show 2024** is **\$22.90 per s/f**.
- ◆ An exhibitor must sign this contract, on or before March 31, 2024.
 - (a) Their signed contract for booth(s), including the square footage requested by filling in the appropriate line on Schedule A (found on page 9)
 - (b) Their full payment less deposits, if any.
 - (c) Annual membership fee of \$500.00 paid in full by 03/31/2024.
 - (d) Space is limited and “paid” applications will be accepted on a first-come first-served basis.

BOOTH COSTS INCLUDE

- ◆ Booth space
- ◆ General lighting
- ◆ Event registration, security, hosting, and cleaning staff
- ◆ Unlimited freight/drayage within the facility
- ◆ Extensive marketing with but not limited to RUG INSIDER Magazine and RUGNEWS.COM (Print & Digital editions)
- ◆ Digital and social media marketing to increase attendance.
- ◆ Joint effort with RUG INSIDER Magazine to market and invite international buyers
- ◆ Access to all Rug Show registrants and attendee lists
- ◆ Lavish cocktail party for our invited guests/clients (details TBA)
- ◆ Deeply discounted & subsidized hotel rate (TBA), details on page 10
- ◆ Daily Middle Eastern Tea & Baklava

EXHIBITORS, PLEASE TAKE NOTE

- Rugs must be in pallets
- Silk rugs that cannot be folded must come in oversize pallets (check with us if you need access to oversized pallets)
- All freight must be coordinated and handled by Explore Airtrans
- No private trucks
- If you have product that doesn't fit in your booth you will be required move this within your booth space or you will be billed for the additional footage this product takes up.
- Any freight that does not meet these regulations will not be included in the free drayage and will be charged \$1.10 per pound. The freight will also come in after all other freight has been handled. And you will not be allowed to remove your freight until your account is settled.

**Explore Airtrans
6801 West Side Avenue
North Bergen, NJ 07047**

**Tel: 973-474-5336
Fax: 973-404-8812**

**ATTN: Brian Galik/Lee Almeida
BGalik@exploreair.com
LAlmeida@exploreair.com**

REGISTRATION

IN ORDER TO SECURE YOUR SPOT PLEASE:

1. FILL OUT AND RETURN A SIGNED COPY OF THE **“EXHIBITOR AGREEMENT”** ON PAGE 9
2. INCLUDE **THE FULL PAYMENT** OF THE TOTAL DUE AMOUNT BY **March 31, 2024** WITH **SIGNED AGREEMENT**.

PLEASE MAKE CHECK PAYABLE TO:

**THE RUG SHOW USA, INC.
1961 S La Cienega Boulevard
Los Angeles, CA 90034**

Do not forget to indicate the approximate square footage you would like for for the show. MINIMUM BOOTH SPACE 400 s/f, with 200 s/f increases.

EXHIBIT BOOTH AGREEMENT

THIS AGREEMENT (“Agreement”) is made as of the date of the last signature below, between **The Rug Show USA, Inc.**, a California corporation (hereinafter referred to as “**TRS**”) and the party indicated on the signature page below (hereinafter referred to as “**Exhibitor**”).

WHEREAS, TRS has leased total of (the “**Property**”) for the purposes of conducting a rug exhibition during the period shown on Schedule A; (“**Exhibition**”); and **WHEREAS, TRS** has the right to license portions of the Property for the purposes set forth herein. **NOW, THEREFORE, Exhibitor** desires to license a portion of the Property from TRS and TRS desires to license a portion of the Property shown on Schedule A, subject to the terms and conditions as follows:

1. **EFFECTIVENESS OF AGREEMENT.** This Agreement, along with the application materials submitted by Exhibitor, is part of this Agreement and, together with this Agreement, constitute the entire agreement between the parties hereof.
2. **ASSIGNMENT OF SPACE; LICENSE.** TRS and Exhibitor agree to the location of the Exhibitor’s booth as shown on Schedule A/B. TRS reserves the right to alter the floor plan and/or re-assign Exhibitor’s booth location at any time prior to the commencement of the exhibition.
3. **REGISTRATION FEES AND DEADLINES.** An Exhibitor must submit, on or before March 1, 2024.
 - a. Their signed contract for booth at The Rug Show 2024, including the square footage requested, as applicable, by filling in that line on Schedule A; and
 - b. Their ANNUAL MEMBERSHIP FEE of \$500.00 is due in full by March 31, 2024.
4. **EXHIBIT INSTALLATION AND REMOVAL.** Exhibitors must install and remove its exhibit during the dates and times shown on Schedule A/B. Exhibitors will not be permitted to setup its booth until TRS has been paid in full. Exhibitor assumes full responsibility for determining and complying with applicable union regulations and fees regarding setting up displays and transporting materials to and from the Property.
5. **EXHIBIT HOURS.** All booths must be open and staffed at all times. TRS reserves the right to make modifications to the exhibit hours as may be necessary to meet Exhibition needs.
6. **USE OF SPACE.** All demonstrations, interviews, literature distributions, or other promotional activities must be confined within Exhibitor’s booth space. Exhibitor may not assign, sublicense, or share the space allotted without the prior written consent of TRS, which consent may be granted or withheld in TRS’ sole discretion. Exhibitor must exhibit only goods sold by it in the normal course of business. Exhibitors may distribute no food or beverage products. No firm or organizations not assigned exhibit space will be permitted to solicit business within the exhibit area.

EXHIBIT BOOTH AGREEMENT, cont.

7. **RESTRICTIONS.** TRS reserves the right to restrict exhibits that are not consistent and compatible with the Exhibition and the Property rules and regulations and the terms and conditions of TRS' lease with the Property. TRS also reserves the right to restrict exhibits that become objectionable because of noise, method of operation, materials, or for any other reason in TRS' sole discretion, and also to prohibit or to evict any exhibit that, in the opinion of TRS, may detract from the general character of the Exhibition as a whole. In the event of such restriction, TRS will not be liable for any refunds or other exhibit expenses or Exhibitor.
8. **SALES.** Exhibitor is permitted to make sales on the exhibit floor only during the show hours specified in Schedule A and may not make sales on the exhibit floor during any other hours; existing and potential customers may only be on the exhibit floor during public show hours. Obtaining the appropriate licenses or permits as required by law, collecting and remitting sales taxes, and any other legal business requirements are solely the responsibility of Exhibitor.
9. **LIABILITY.** TRS, the Property, and their employees, officers, agents, directors, and representatives will not be liable for injuries to any person or for damage to property owned or controlled by Exhibitor, which claims for damage or injuries may be incident to, arise from, or be in any way connected with Exhibitor's occupation of display space; and Exhibitor expressly releases and indemnifies the aforementioned from any and all claims for such loss, damage or injury. Exhibitor bears the risk of loss due to the inadequacy or failure of any insurance or any insurer, including any insurance that may be provided by TRS, or the Property. In no event shall TRS or the Property be liable to Exhibitor for any consequential damages. Exhibitor agrees to indemnify and hold forever harmless TRS, the Property, and their employees, officers, agents, directors, and representatives, from any and all liability and expense for personal injury, accident, or property damage from fire, theft, destructive causes, or loss arising out of, in, at, or in connection with Exhibitor's display.
10. **CARE OF BUILDING AND EQUIPMENT.** Exhibitor and its agents must not injure or deface the walls or floors of the building, the booths, or the equipment of the booths. Nothing will be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building or furniture. Distribution of promotional gummed stickers or labels is strictly prohibited. Electrical wiring must conform to National Electrical Code Safety Rules. Combustible materials or explosives are not permitted in the exhibit area.
11. **SURRENDER OF LICENSED SPACE.** Exhibitor must surrender its booth space in the same condition as it was at the commencement of occupation.

EXHIBIT BOOTH AGREEMENT, cont.

12. **SERVICE INFORMATION.** All services required by Exhibitor must be obtained through the official service contractors identified by TRS. No other contractors will be permitted without the prior approval of TRS. Complete shipping instructions, incoming and outbound freight, and information regarding furniture and carpet rental, electrical work, plumbing, labor for erecting and dismantling exhibits, etc., will be forwarded to exhibitors in advance. Exhibitor shall abide by all such instructions and rules.
13. **RULES & REGULATIONS.** Exhibitor acknowledges and understands that this Agreement is subject to all the terms and conditions of TRS' lease with the Property as well as the rules and regulation of the Property. Exhibitor recognizes that both the Property and TRS may have the power and authority to interpret and enforce all Property rules and regulations as well as the terms of the aforementioned lease. Failure to comply with this Agreement and/or the Property rules and regulations constitutes sufficient cause for TRS to require the immediate removal of Exhibitor's exhibit. This will result in forfeiture of all fees paid and the opportunity to exhibit. TRS may license any space so forfeited to another exhibitor.
14. **SALES TAX.** Exhibitor agrees to abide by all state and local tax regulations. TRS is responsible for collecting and submitting payment of its own sales tax to the appropriate legal authority.
15. **SOUND EQUIPMENT.** Musical instruments, radios, sound motion picture equipment, record players, or any noise-making machines shall be operated only at a noise level that will not interfere with other exhibitors or add unduly to general acoustic inconvenience. All such electronic promotional devices must be approved by TRS thirty (30) days prior to the exhibit opening. No approval will be given for the use of live music.
16. **FORCE MAJEURE.** Any prevention, delay or stoppage due to strikes, lockouts, labor disputes, acts of God, acts of war, terrorist acts, inability to obtain services, labor, or materials or reasonable substitutes therefore, governmental actions, civil commotions, fire or other casualty, and other causes beyond the reasonable control of TRS, including but not limited to the cancellation or impairment of TRS's lease with the Property, shall excuse TRS' performance, delay, stoppage or cancellation of this Agreement.
17. **IN WITNESS WHEREOF,** the parties have duly executed this Agreement as of the day and year first above written.



NEW JERSEY 2024

**EXHIBIT BOOTH AGREEMENT
SCHEDULE A**

Please note: No freight will be released or moved out if there is an outstanding balance on your account.

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SHOW HOURS

SET UP/EXHIBITORS MOVE IN - 2 Days
Thursday - Friday, September 5-6, All day

EXHIBITION HOURS

Saturday, September 7, 9:00 am to 5:00 pm
Sunday, September 8, 9:00 am to 5:00 pm
Monday, September 9, 9:00 am to 3:00 pm

BREAK DOWN - No booth breakdown or removal before 3PM of September 9, 2024.

Monday, September 9, 3:00 pm onward &
Tuesday, September 10, 9:00 am to 12:00 pm (if needed)

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Note: Minimum Booth Size 400s/f @\$22.90 per s/f, increase by 200 s/f increments):

Booth Size Requested _____

Company Name: _____

First and Last Name: _____

Address _____

Email _____ Phone _____

Signature: _____ Date _____

I acknowledge that by signing this contract I agree to all terms and conditions set out within this document.

**PLEASE MAKE CHECK PAYABLE TO: THE RUG SHOW USA, INC.
1961 S La Cienega Boulevard
Los Angeles, CA 90034**

HOTEL**TBA****Guest Room Group Rate (TBA)**

RESERVATION METHOD/CUT-OFF DATE: (TBA)
Book using the hotel link at therugshow.com