



Exhibitor Contract

SouthEast Pool & Spa Show

February 8-10, 2027 • Music City Center • Nashville, Tennessee

Company Name		Booth Coordinator Name		Email Address	
Physical Address	City	State/Province	Zip Code	Country	
Phone			Website		

10' x 10' BOOTH SPACE AND FEES

EARLY BUY (on or before September 1, 2025) Booth Fees:

- SouthEast Show **ONLY** - (1-3 booths).....\$1,765 per booth
- Duo Shows* - (1-3 booths).....\$1,665 per booth

NORMAL Booth Fees:

- SouthEast Show **ONLY** - (1-3 booths).....\$1,890 per booth
- Duo Shows* - (1-3 booths).....\$1,790 per booth

Exhibitors with 4+ booths will receive a 5% discount on booth space.

Booth Quantity ____ x Price per booth = \$_____ (A)

**Discounted for those that will also exhibit at 2027 Mid America Show. Fees for Mid America Show are separate and are not included here.*

Additional Booth Fees: (B)

- Booth Corners: ____ at \$100 each.....\$_____
- Island Booth.....\$200

Sponsorship Fees: (C)

- Platinum Sponsorship.....\$8,100
- Gold Sponsorship.....\$5,100
- Wednesday Coffee Sponsorship.....\$2,100
- Thursday Coffee Sponsorship.....\$2,100
- Thursday Lunch Sponsorship.....\$5,600
- Wednesday Happy Hour Sponsorship.....\$3,600
- Show Party (3 total) Sponsorship.....\$2,600
- Lanyards Sponsorship.....\$4,600
- Attendee Bags Sponsorship.....\$3,600
- Education Sessions Sponsorship.....\$2,600
- Registration Sponsorship.....\$2,600

Total Cost (A + B + C) = \$_____ (D)

Deposit Total (50% of D) = \$_____ (E)

ADDITIONAL INFORMATION

Each Booth will include:

8' back drape, 3' side drape, booth id sign and trash can.

Booth Preference:

We request the booths listed below. If our preferences have already been assigned, we request the best locations available.

Choice 1: _____ Choice 2: _____

Choice 3: _____ Choice 4: _____

Items being displayed:

PAYMENT INFORMATION

Booth space will only be reserved once a 50% deposit is received. Exhibitors will provide a credit card and authorization to pay a 50% deposit. The remaining balance will be charged to the card on file on October 31, 2026. Contracts received after that date must be paid in full when contract is submitted.

Deposit Total: (E) \$_____

- Visa
- MasterCard
- American Express
- Discover

Card Number: _____ Exp. Date: _____ CSV: _____

Name as it appears on Card: _____

Signature: _____

By signing the above, you are authorizing the remaining balance to be charged to this card on September 1st, 2026.

Show Hours

Exhibitor Set Up: Monday, February 8th, noon to 5:00pm
Tuesday, February 9th, 8:00am to 10:00am

Show Floor Open: Tuesday, February 9th, 11:00am to 4:30pm
Wednesday, February 10th, 10:00am to 2:00pm

Move out: Wednesday, February 10th, 2:00pm

Submit via email to Jocelyn@MidAmericaShow.com
or fax to **815.642.8730**
or mail to:

SouthEast Show
PO Box 455
Palos Park, IL 60464



MID AMERICA
SOUTHEAST SHOWS

Questions? See SouthEastShow.com or email info@MidAmericaShow.com or call/text Jocelyn Larsen at **630.308.1363**

Exhibitor Terms & Conditions

SouthEast Pool & Spa Show

February 8-10, 2027

Exhibits Open February 9-10, 2027

1. Location:

The 2027 SouthEast Pool & Spa Show will be held in Exhibit Hall D and surrounding meeting rooms at Music City Center, Nashville, TN.
Show Management: 630.308.1363

2. Booth Specifications:

A standard booth is 10' x 10' and includes:

- 8' high back drape
- 3' high side drape
- 7" x 44" company identification sign

All display items or fixtures over 4'10" in height must be confined to areas within the exhibitor's space that are at least 5' from the aisle line. This applies to peninsula booths as well. Displays along the back wall of peninsula booths may not exceed 4' in height or be within 5' of the ends of the back wall. No part of a display may exceed 8' in height without prior approval from Show Management.

3. Exhibit Fees:

Early Buy Rate (before September 1, 2026): \$1,785 per 10'x10' booth (1-3 booths).

Regular Rate (after September 1, 2026): \$1,895 per booth.

Exhibitors reserving 4+ booths receive a 5% discount. Additional discounts apply for companies exhibiting at both the 2027 Mid America and 2027 SouthEast Shows. Furnishings and decorator services must be ordered through the official service contractor, Viper Tradeshow Services. Electric service must be ordered directly through the Music City Center. Additional charges apply.

4. Application & Payment Terms:

Applications must be submitted on the official 2027 Exhibitor Contract.

- Contracts received before October 31, 2026 must include 50% deposit.
- Remaining balance is due October 31, 2026.
- Contracts received after October 31, 2026 must include full payment.

The contract must be signed to qualify for space assignment. Upon space assignment, the contract becomes a binding agreement subject to all terms and policies herein. Show Management reserves the right to reject any application deemed inappropriate.

5. Space Assignment:

Space will be assigned:

- First to contracts received by May 1, 2026
- Thereafter on a first-come, first-served basis
- Show sponsors receive priority placement

Show Management reserves the right to adjust assignments as necessary for the overall benefit of the show.

6. Cancellation & Refund Policy:

Written cancellation received by October 31, 2026 will receive a refund less 25% of the total exhibit fee. No refunds will be issued after October 31, 2026. Exhibit fees are non-transferable to future shows.

7. Booth Personnel:

Exhibitor badges are required for all booth personnel. Registration forms will be provided after space assignment.

8. Solicitation & Distribution:

Solicitation and distribution of promotional materials must be confined to the exhibitor's booth. Distribution outside the exhibit space requires prior approval from Show Management.

9. Subletting & Sharing Space:

Exhibitors may not assign, sublet, or share space without prior written approval. Manufacturer representatives may represent no more than two companies per 10'x10' booth. Companies wishing to share space must each contract and pay for at least one booth at full rate.

10. Installation & Dismantling:

All exhibits must be installed prior to show opening. Space not occupied by 8:00 AM Wednesday, Feb 10, 2027 may be reassigned. Exhibitors may not dismantle displays before 2:00pm Wednesday, Feb 10, 2027. Early dismantling will result in a \$500 fine.

11. Liability:

Exhibitor agrees to indemnify and hold harmless the SouthEast Pool & Spa Show, Music City Center, and Viper Tradeshow Services, and their officers, directors, employees, and agents from any claims, damages, losses, or expenses (including attorney fees) arising from exhibitor use of the premises.

12. Insurance:

Each exhibitor must carry appropriate insurance at their own expense. Show Management, Music City Center, and Viper Tradeshow Services assume no responsibility for exhibitor property. Exhibitors are strongly encouraged to insure materials against loss, theft, damage, or liability.

13. Protection of Facility:

Nothing may be attached to facility surfaces without approval. Packing and assembly must occur only in designated areas and times.

14. Service Contractor & Shipping:

Viper Tradeshow Services is the official service contractor. Beginning October 15, the exhibitor service kit will be sent, including shipping instructions, order forms, and service pricing. Viper Tradeshow Services: 847-426-3100

15. Force Majeure:

The SouthEast Pool & Spa Show shall not be liable for failure to perform its obligations under this agreement if such failure is caused by events beyond its reasonable control, including but not limited to acts of God, natural disasters, fire, flood, severe weather, government regulation, public health emergencies, labor disputes, civil unrest, terrorism, venue cancellation, or any other cause that renders the event impracticable, illegal, or impossible to hold. If the Show is cancelled, postponed, or relocated due to such circumstances, Show Management may retain a portion of exhibitor fees to cover incurred expenses and will determine equitable fee adjustments or credits at its discretion.

2025 Exhibitor Schedule:

Monday, February 8: Exhibitor Move in noon - 5:00pm

Tuesday, February 9: Exhibitor Move in 8:00am - 10:00am

Tuesday, February 9: Exhibits Open 11:00am - 4:30pm

Wednesday, February 10: Exhibits Open 10:00am - 2:00pm

This is an industry show and is not open to the public.



SOUTHEAST

POOL & SPA SHOW