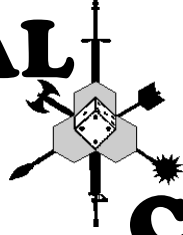


**TOTAL**



**CONFUSION<sub>LLC</sub>**

**EXHIBITOR APPLICATION PACKET**

**PLEASE COMPLETE  
THE APPLICATION FORM  
AND  
MAIL TO:**

**TOTAL CONFUSION<sub>LLC</sub>  
c/oAngelia Heroux  
PO BOX 1242  
WOONSOCKET, RI 02895  
Phone: 401-374-7657  
Email: [mediadirector@totalcon.com](mailto:mediadirector@totalcon.com)**

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**PO BOX 1242 WOONSOCKET, RI 02895**

# TOTAL CONFUSION LLC EXHIBIT HALL

## EXHIBITOR INFORMATION

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This year's **Total Confusion** will be held **February 24-27, 2011** at the **Holiday Inn** in **Mansfield, Mass.**

**Returning Exhibitors**-Exhibitors who rented booth space at last year's Total Confusion will have their booth space held in reserved until **September 1, 2010**. If returning Exhibitors do not return a completed application form by September 1, 2010, the booth space will be reassigned on a first come first served basis.

**New Exhibitors**-All Exhibitors must complete and send in an application form. Exhibitor requests for booth rentals will be assigned on a first come first served basis and based on the needs of the Exhibitors from information given on the application form. Space is limited so not every Exhibitor is guaranteed a booth. Any Exhibitor who is denied a booth rental due to lack of space available will be put on a wait list. If a booth becomes available, for any reason, Exhibitors placed on the wait list will be notified of the opening in the order in which the applications were received.

**Exhibitor booth Cost**-There are three booth categories (A, B and C). Please refer to the enclosed "Exhibitor hall Map" to find the placement and number associated with each price category. The price is per booth for all days the Exhibitor hall is open.

**Booth A- \$350.00**

**Booth B- \$200.00**

**Booth C- \$150.00**

**Exhibitor booth Includes**-Each booth comes with 1 six foot table per 8x8 space, 1 exhibitor badge, 1 associate badge and 2 chairs. Additional equipment needed must be provided by the Exhibitor.

**Payment for Exhibitor booth**-When the Exhibitor application is received, it will be processed by Total Confusion Event Management. You will receive a confirmation of your booth space

along with a bill for the **first 50% deposit** that is due **on or before two weeks** from receipt of the bill. Failure to pay the first 50% deposit will be considered a breach of contract and your booth space will be re-assigned on a first come, first served basis. **Final payment is due on or before January 15, 2011.** If final payment is not received on January 15, 2011, the Exhibitor booth will be re-assigned on a first come first served basis. Deposit money will be refunded after Total Confusion if the booth was re-purchased. If the booth is not re-assigned, deposit money will be forfeited.

**Exhibitor hall Hours**-Exhibitors may enter the Exhibitor hall starting Thursday 2p-8p for set-up only. **Friday 12pm is the deadline for all Exhibitors to be in the Exhibitor hall ready for Total Confusion.**

**Any Exhibitor who fails to show by the deadline and who has not contact Total Confusion for late start permission will be considered in default** (see "Terms & Agreement Policy" for Exhibitors).

**Exhibitors may enter the Exhibitor hall up to one hour before the opening of the Exhibitor hall and depart up to one hour after the Exhibitor hall closes.** Hall hours are:

**Friday 9am-7pm**

**Saturday 9am-7pm**

**Sunday 9am-2pm**

**Exhibitors can not dismantle their booths until the exhibitor hall closes on the final day and must remove all materials or be subject to fines** Exhibitors may stay after hours on the final day but security will not be provided. After 5pm on Sunday, (the official close of the convention) exhibitors may be charged a fee by the hotel. (see "Terms & Agreement Policy" for Exhibitors)

# TOTAL CONFUSION<sub>LLC</sub> 2011 EXHIBITOR APPLICATION

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_ On-site rep(s): \_\_\_\_\_

City/State/Zip: \_\_\_\_\_ Email: \_\_\_\_\_

Telephone: \_\_\_\_\_ Company website: \_\_\_\_\_

## Important Information

**Returning Exhibitors** will have their booths held for them until **September 1, 2010**.

**After September 1,** , any unclaimed booths will be assigned on a first come, first served basis.

**50% Deposit** is due upon receipt of confirmation of space availability.

**Final Payment** of the other 50% is due on or before **January 15th, 2011**.

**Payment** can be made by check, Visa, MasterCard or Paypal.

If final payment is not received by January 15th, 2011, the Exhibitor booth will be reassigned on a first come first served basis. Deposit money will be refunded after the convention if the space was rented by another customer. If the space is not reassigned, the deposit will be forfeited.

### Booth Descriptions:

**A:** two 6 foot tables \$350.00

**B:** one 6 foot table \$200.00

**C:** one 6 foot table \$150.00

Each booth rental comes with one exhibitor badge and one comp badge

### Placement Choices:

(please use #'s from floor plan)

**First choice:**

**Second choice:**

**Third choice:**

### Payment Information:

- Check (make payable to Total Confusion)
- Visa
- Mastercard
- PayPal

Account#: \_\_\_\_\_

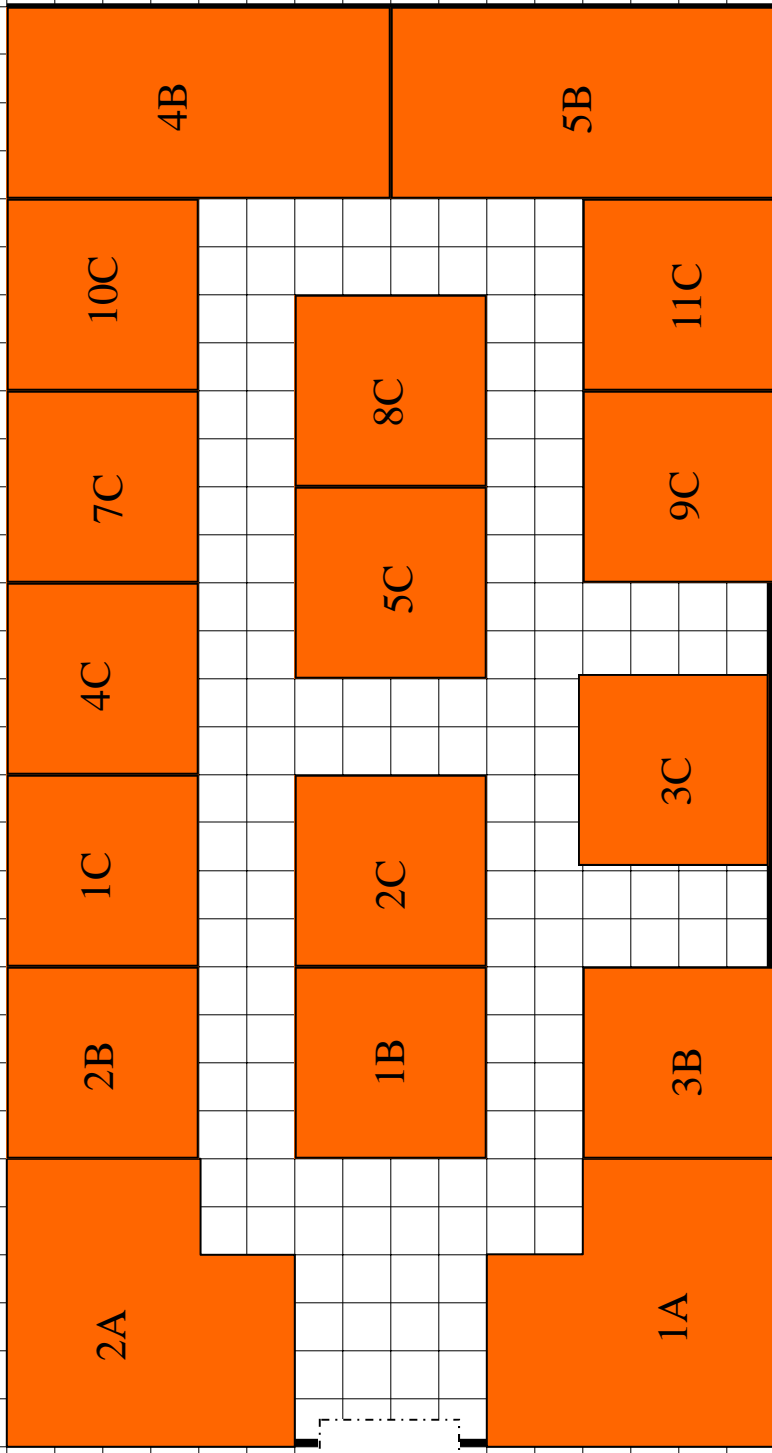
Expiration Date: \_\_\_\_\_

Billing Address Zip Code: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

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

Parliament  
Ballroom



Each square= 2 feet

# TOTAL CONFUSION<sub>LLC</sub> EXHIBIT HALL BADGE FORM

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Booth 1:

Name: \_\_\_\_\_ \*exhibitor\*

Name: \_\_\_\_\_ \*associate\*  upgrade \$25.00

Booth 2:

Name: \_\_\_\_\_ \*exhibitor\*

Name: \_\_\_\_\_ \*associate\*  upgrade \$25.00

Booth 3:

Name: \_\_\_\_\_ \*exhibitor\*

Name: \_\_\_\_\_ \*associate\*  upgrade \$25.00

Booth 4:

Name: \_\_\_\_\_ \*exhibitor\*

Name: \_\_\_\_\_ \*associate\*  upgrade \$25.00

If you have rented more than four booths, please request another badge form. If you need to register additional staff, please fill out the enclosed "Additional Badge Request Form". Payment for upgrades are due when you submit this form. Upgrades are not refundable but can be transferred upon request up to two weeks before the start of Total Confusion with the approval of Total Confusion LLC Event Management. No upgrades will be given onsite. **Names must be submitted on or before January 15, 2011.**

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# TOTAL CONFUSION LLC EXHIBITOR HALL PAYMENT FOR UPGRADES AND BADGES

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## Payment Information:

- Check (make payable to Total Confusion)
- Visa
- MasterCard
- Pay Pal

Account#: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Billing Address Zip Code: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

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

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## Booth Payment Policies

Once your application has been received and processed, you will receive confirmation of your booth placement along with a bill for a 50% deposit. Deposit money must be received on or before two weeks of receipt of your confirmation or your space may be subject to forfeiture. Final payment must be made by **January 15, 2011** or your space will be subject to forfeiture along with any deposit monies if the space with not re-purchased.

No application will be processed for a company whose past accounts are

not in good standing-any balance due to Total Confusion LLC must be paid in full prior to registering for Total Confusion.

Any company wanting to share booth space with another company may do so with approval from the Event Manager. Each company must 1)complete an application and submit them at the same time 2) complete and submit badge forms 3) one company must make the booth payments in full and will be recognized as the primary Exhibitor, who is responsible for badge allocation on-site.

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## Exhibitor Badge Information

Two badges are provided with each booth space purchased. You will receive a exhibitor and a associate badge. Exhibitor passes are for access to the Exhibitor hall only. Associate offers Exhibitor hall access plus registration for the convention. Please fill out the badge form and send it in with your application if possible.

**All names for badges must be submitted on or before January 15, 2011.** If you need to register more than two people per booth space, please fill out the "Additional Badge Request form". The cost for each additional badge is \$15.00. You may upgrade any associate badge to an exhibitor badge for an additional \$25.00. Requests for upgrades must be made and paid for when submitting the names for your badges. No upgrades will be made on site.

Individuals may pick up their badges with a photo id if their name is on the badge list submitted by your company's organizer. **All badges will only be released to or modified by the exhibiting company's organizer or onsite contact who are identified in on the application form.**

All exhibitor badges will be available for pick-up at the Registration Desk on-site at the convention located across from the Exhibitor hall. Badges will not be mailed out.

**If the person listed as the on-site contact will not be able to attend the convention, please notify us as soon as possible with the name of your alternate contact.** Email information to Angelia Heroux at [mediadirector@totalcon.com](mailto:mediadirector@totalcon.com)

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# Exhibitor Convention Policies

Total Confusion LLC must enforce certain policies, impose rules and regulations, and set standards for Exhibitors in order to ensure a safe and successful Total Confusion. *Be sure to read all the information below and sign and date the last page.*

## Security

Total Confusion LLC senior and associate staff are on site during and after Exhibitor hall hours to discourage loss and vandalism; however, Total Confusion LLC is not responsible for property loss, so please arrange your exhibit to discourage shoplifting. We strongly encourage all vendors to take reasonable precautions to prevent theft and damages. If an incident occurs, please inform staff at the Registration Desk immediately.

## General Rules and Regulations

1. Handbill distribution is permitted only within the exhibiting company's booth or at the Exhibitor sponsored events. **No material may be posted on convention walls, fixtures. Or furniture.** Violators are responsible for all fees and damages incurred from the removal of such postings.
2. Absolutely no selling, soliciting, or handbill distribution is allowed outside of rented booth spaces. Violation of this rule may result in expulsion from the convention including Exhibitor and all employees.
3. Exhibitors must comply with, and be bound by, all laws, ordinances, and regulations of the country, state, county, city, facility, and whenever applicable, police and fire departments.
4. Authorized company representatives must staff exhibits during all Exhibitor hall hours.
5. No Exhibitor or member of an exhibit may promote, display, or behave in a manner considered offensive to decency or good taste as determined by Event Management.
6. Demonstrations and all other activities must be confined to the limits of the Exhibitor

booth space. Aisles may not be obstructed at any time. Exhibitors may not conduct activities of any kind that lead to congestion of aisle traffic.

7. Music may not be played without proper license of copyrighted music. Volume must be appropriate as determined by Event Management.

8. Attendees and Exhibitors are expressly prohibited from carrying weapons and/or weapon replicas. Weapons on display must be secured to tables or display for safety. Weapons purchased in the Exhibitor hall must be safely contained or packaged by the seller in such a manner that all the edges are covered securely.

9. No one will be allowed into the Exhibitor hall during closed hours except for the on-site representative with permission from a Total Confusion Senior Staff. All need items and valuables must be taken with the Exhibitor before the Exhibitor hall closes each evening. Exhibitors will be allowed into the hall one hour before the Exhibitor hall opens and one hour after the Exhibitor hall closes.

10. Total Confusion LLC prohibits the sale and/or use of games of chance. Games of chance are defined as games in which a fee is paid specifically for the opportunity to receive an item of interest or value. Games of chance are permitted only as a free promotion or giveaway. Under state law, raffles are illegal unless they involve an element of skill. In other words, you can't give every customer a ticket for a chance to win a prize unless there is an element of skill involved with each ticket, such as answering a question correctly. Violators will be issued a warning to cease such activities, after which further violation may result in removal from the convention.

11. The removal of exhibits and materials prior to the official close of the Exhibitor hall will not be permitted. Exhibitors must remain present and open until closing on the final day. Exhibitors conducting an early teardown will be fined \$50.00.

12. All exhibit decorations must meet fire-proof standards and city fire ordinances. Certification presented upon request.

13. Electrical equipment and wiring must conform to national and local electrical standards.

14. Displays and activities must be designed so that they do not block or reduce the flow of traffic. This is a fire and safety consideration that both Event Management will enforce.

15. All displays must be dismantled at the close of the Exhibitor hall on the final day and must be removed by the Exhibitor or the Exhibitor's staff. Any banners, displays or other decorations left behind will result in the exhibiting company being charged a fee of \$100.00 for the removal and disposal of the items.

## Standards for Total Confusion

1. Profanity-The gratuitous use of profanity and symbols considered vulgar by contemporary standards of a product's target market is not acceptable unless integral to a character or story. At the sole discretion of the Event Management, such material may not be advertised, displayed or sold at Total Confusion.

2. Violence and Gore-Products depicting lurid scenes of excessive bloodshed, gory or gruesome crimes, depravity, lust, filth, sadism, or masochism, presented editorially or graphically, are unacceptable. Products featuring depictions of unnecessary violence, brutality, physical agony, and gore, including but not limited to, extreme graphic or descriptive scenes presenting cannibalism, decapitation, evisceration, amputation or other gory injuries, may not be advertised, displayed or sold.

3. Sexual Themes-Displays containing items and/or sexual themes are not permitted. Products depicting rape and graphic lust may not be advertised or sold. Products featuring sexual perversion and/or sexual abnormalities are unacceptable for advertising, display or sale.

4. Nudity-Displays or advertising containing nudity are not acceptable. Degrading or salacious displays are unacceptable. Explicit depictions or facsimiles of reproductive organs are not permitted.

5. Affliction-Advertising or selling items containing disparaging graphic or editorial references to physical afflictions, handicaps, or deformities are not permitted.

6. Supremacy-Advertising or selling products that depict minority and/or nationalities as inferior to other races is not permitted.

7. Religion and Mythology-Actual, current religions are not to be depicted, ridiculed, or attacked in any way that promotes disrespect. Ancient or mythological religions, such as those prevalent in ancient Greek, Roman and Norse societies, may be portrayed in their historic roles. Satanic symbols, ritual and phrases are not permitted in any advertisements or displays.

8. Unacceptable Activities-Actual rituals (spells, incantations, sacrifices, etc.), weapon designing, the use of illegal devices and activities of a criminal or distasteful nature may not be presented in ads, display or conducted onsite.

9. Addictions-Addictions of any kind should not be presented as glamorous or entertaining. Addiction or the encouragement of addiction should be shown as a dangerous habit with harmful effects.

10. Wearing and Selling Costumes or Weapons-Advertising, wearing, and selling costumes is permitted if they are in good taste and do not present a hazard to others such as sharp edges or protrusions (measured by contemporary standards/values). All twentieth century costumes or uniforms are prohibited from the convention. Uniforms or those currently on active duty in the military are exempt, assuming they are properly attired. No one may carry weapons or weapon replicas. Weapons for sale must be inoperable and/or locked and/or encased and/or have a limited range of motion so that customers do not have access to them.

11. Video reproductions-you must be officially licensed to sell videos. Sales of reproductions (bootlegs) will not be tolerated.

12. Compliance-All Exhibitors are obligated to comply with these standards. Failure to comply will result in the refusal of advertising materials, alteration or removal of unacceptable products/activities

or closure of non-complying exhibits/displays. In this case, no refunds will be issued for exhibit space or badges.

## Exhibitor Terms & Conditions

1. Companies, organizations or individuals selling or promoting products or services at Total Confusion must rent exhibit space and must confine such activities to the space so rented. Exceptions to this requirement must be obtained in writing from Total Confusion LLC prior to the start of Total Confusion.

2. Exhibit space assignments will only be confirmed after receiving a completed application form and this signed agreement form. The Event Manager will contact you with your confirmation and bill for the first 50% deposit. The deposit is due on or before two weeks from receipt of confirmation/bill. The remaining cost of the booth rental is due in full on or before **January 15, 2011**. Failure to pay any portion of your rental fee by it's due date will result in the release of your booth space. Exhibitors will receive a refund of deposit money after the convention is done and only if the booth space was re-purchased by another Exhibitor.

3. Exhibit space will be assigned as detailed under "Exhibit Information" in the Exhibitor Packet and according to the preferences indicated by each applicant. Total Confusion LLC's decisions about Exhibitor space assignments is final and binding.

4. The exhibit rental fee for each booth is described in "Exhibit Information". Rental fees are refundable after the end of the convention if the space was purchased by another Exhibitor. Total Confusion LLC strongly suggests any cancellations be made as early as possible to increase the likely hood that the space will be reassigned to another Exhibitor. Cancellations must be made in writing. Exhibitors must move into their assigned space at least one hour before the opening of the Exhibitor hall unless other arrangements have been made with the Event Manager. In the event that an Exhibitor fails to occupy his or her space and does not contact the Event Manager for late start approval, Total Confusion LLC has the right to use said unoccupied space to suit it's

own conveniences, including renting said space to another Exhibitor without rebate due the defaulting Exhibitor. Exhibitors agree that if any default is made in any covenant or agreement contained herein, Total Confusion LLC assumes no responsibility for including the name of the defaulting Exhibitor, or descriptions of its products or services, in the Total Confusion program book, brochures, new releases, or other materials stated herein, and all applicants hereby irrevocably grant Total Confusion LLC the right to use their name, or describe their products and services.

5. Exhibitors may not begin dismantling any display before the official close time of the Total Confusion Exhibitor hall. Dismantling prior to the official close of the Exhibitor hall will result in a \$50.00 fine and the loss of Returning Exhibitor early booking status.

6. Included in the rental of each booth are those items identified in the Exhibitor packet. Additional equipment, materials or services needed or used in the display areas are the sole responsibility of the Exhibitor.

7. Exhibitors using their own displays are responsible for arranging and paying for all transfer and storage fees, all labor and equipment rental necessary to assemble and dismantle said display and all costs related to moving said display in and out of the exhibit area and the Total Confusion site. A fee of \$100.00 for the removal and disposal of any display or promotional items left behind.

8. Total confusion LLC reserves the right to require the alteration or removal of any article or activity brought into the exhibit area that is deemed objectionable to nature or offensive to the average person attending Total Confusion and shall not be held liable fo loss, damage, or injury resulting from alteration , omission, or rejection of said material. Exhibitors agree to indemnify, defend, and hold harmless Total Confusion LLC against any and all claim of such loss, damage or injury. Exhibitors will be given a reasonable period of time in which to consider any changes required by Total Confusion LLC and may withdraw material so altered if the Exhibitor finds such changes unacceptable. See "Exhibitor standards".

9. Exhibitors may not sublet or assign any portion of their display without prior consent of Total Confusion LLC.

10. No mechanical, electrical, or other apparatus will be allowed to create noise or otherwise interfere with other Exhibitors in any way as solely determined by Total Confusion LLC. Any Exhibitor who fails to regulate such apparatuses when so asked by Total Confusion LLC will be removed from the exhibit area.

11. No self-adhesive decals or helium balloons are permitted without the prior written consent of Total Confusion LLC.

12. Exhibitors may post and distribute promotional materials only from within their paid areas. All such material must meet the standard of good taste (see "Standards for Total Confusion"), Exhibitors and their agents or employees may not affix promotional materials to the Total Confusion site buildings and Exhibitors are not allowed to distribute materials that encourage the public to affix such materials to buildings.

13. Exhibitors agree to participate in all prize redemption, coupon promotions and promotional programs that the Exhibitor has advertised during Total Confusion.

14. Exhibitors may not engage in live-action gaming activities that pose any potential injury to participants or bystanders.

15. Exhibiting company must furnish Total Confusion LLC with its tax id number if requested.

16. Exhibitors are solely responsible for paying all applicable city, county, state, and federal taxes on sales and promotional activities at Total Confusions.

17. Total Confusion LLC is not responsible for any injury to Exhibitors' agents, servants, employees, or damage to or the theft of property from any cause prior to, from or subsequent to Total Confusion. Exhibitors hereby expressly agree to indemnify and hold harmless Total Confusion LLC against any claims for such loss, damage or injury.

18. Exhibitors are required to insure their own exhibits and display materials. In the

Event that Total Confusion LLC or the owners of the convention site shall be held liable for any reason that might result from an Exhibitor's action or failure to act in any manner whatsoever, said Exhibitors shall reimburse Total confusion LLC and/or the convention site owners for all costs and liability resulting there from.

19. Exhibitors are fully responsible for any loss, damage, or injury to the convention site owners or personnel resulting from Exhibitors' displays or actions. Exhibitors are fully responsible for any loss, damage, or injury to Total confusion attendees resulting from Exhibitors' displays or actions.

20. Exhibitors are liable to the convention services firm for any and all damage, from whatever cause, to rented or leased booth equipment and shall indemnify, defend or hold harmless Total Confusion LLC against any and all claims or suits for such damage.

21. Total Confusion LLC reserves the right to cancel arrangements or contracts or close an exhibit whenever it is deemed necessary for the safety or comfort of those attending Total Confusion whenever the exhibit, activity, or material sold is objectionable or offensive to the average person attending Total Confusion whenever legal conditions, convention policies, or requirements of the convention site so dictate or whatever portions of the convention site are destroyed or damaged. Likewise, Total Confusion LLC reserves the right to cancel arrangements, contracts, or exhibits if Total Confusion fails to take place as scheduled, is interrupted and/or discontinued, or access to the premises is prevented or interfered with by reason of any strike, lock out, act of war, act of God, emergency declared by a government agency or Total Confusion Event Management, or for any other reason that terminates this contract. In the event of such termination, Exhibitors waive all claims of damages and agree that the sole liability of Total Confusion LLC shall be the display space rental fee paid, less a pro rata portion of all costs and expenses incurred and committed to, by Total Confusion LLC Event Management.

22. Total Confusion LLC reserves the right of editorial discretion over any material

submitted to Total Confusion that is deemed objectionable to the average person attending Total Confusion. Exhibitors must meet the Total Confusion LLC Event Management standards of good taste.

23. Exhibitors will comply with all laws of the United States as well as all applicable state or local ordinances, rules, and requirements of police and fire departments or other authorities of such jurisdictions, will obtain all necessary permits and licenses with respect to their activities and will not do or suffer to be done anything during the term of this agreement in violation of any such laws, ordinances, rule, or regulations. If the attention of said Exhibitors is called to any such violation committed by said Exhibitors, or committed by any person employed by or admitted to the premises by said Exhibitors, said Exhibitors will immediately desist and correct, or cause to be corrected, such violation. Exhibitors agree to indemnify, defend, and hold harmless Total Confusion LLC from any and all costs, suits, and legal proceedings alleging violations of any such law or regulations.

24. Use of any product by any Exhibitor, employee or agent thereof containing the Total Confusion trademark, the Total Confusion logotype or other trademarks owned by Total Confusion is prohibited without the express written permission of Total Confusion LLC. Exhibitors agree that if any materials making such unauthorized use appear at the convention, Total Confusion LLC shall have the right to take possession of and destroy all such materials, as well as to pursue other available legal remedies.

25. All matters and questions not covered by this application and these terms are subject to the decision of Total Confusion LLC Event Management. Exhibitors agree to abide by and conform to all additional rules and regulations from time to time adopted or prescribed by Total Confusion LLC for the management of Total Confusion and the exhibit areas. Exhibitors acknowledge that they have read the proceeding terms and conditions, expressly agree to comply with them and authorize Total Confusion LLC to enforce them.

**I have read the Rules & Regulations, Standards and Terms & Conditions of this agreement and have the authority to agree on behalf of the exhibiting company, organization or individuals named above to be bound by the provisions of this application.**

**Sign:** \_\_\_\_\_

**Date:** \_\_\_\_\_