



EXHIBITOR CONTRACT AGREEMENT

PULSE EXPO

October 8–10, 2027 | Tacoma Convention Center, Tacoma, Washington

EVENT PULSE EXPO	DATES October 8–10, 2027
VENUE Tacoma Convention Center	LOCATION Tacoma, Washington
ORGANIZER PULSE EXPO	EXPECTED ATTENDANCE ~3,000 attendees

PARTIES

This Exhibitor Contract Agreement ("Agreement") is made between _____ (the "Exhibitor"), located at _____, and PULSE EXPO (the "Organizer"). This Agreement outlines the terms and conditions under which the Exhibitor will participate in PULSE EXPO scheduled for October 8–10, 2027 at the Tacoma Convention Center in Tacoma, Washington.

DEFINITIONS

For the purposes of this Agreement, the following terms shall have the meanings ascribed to them below:

- 1. Event:** PULSE EXPO, taking place October 8–10, 2027.
- 2. Exhibit Space:** An area allocated to the Exhibitor for showcasing products or services during the Event.
- 3. Fees:** The total costs associated with the Exhibitor's participation, including booth rental fees and any additional charges.
- 4. Force Majeure:** Unforeseeable circumstances that prevent fulfillment of contractual obligations, including natural disasters, governmental action, epidemics or pandemics, and other events beyond a party's reasonable control.
- 5. Cancellation:** The formal act of the Exhibitor or Organizer terminating this Agreement before the Event date.

1. EVENT OVERVIEW

1.1 Purpose

The Event is designed to bring together suppliers, industry professionals, and enthusiasts of the fitness, health, and wellness community. The target audience includes owners of products, services, and facilities, as well as consumers interested in fitness and wellness. The Event is expected to attract approximately 3,000 attendees and will give exhibitors opportunities to showcase products and services, network with industry professionals, and engage potential clients.

2. EXHIBITOR PARTICIPATION

2.1 Exhibitor Obligations

The Exhibitor agrees to:

- Set up its exhibit on October 8, 2027, during the published move-in window, anticipated to be 8:00 a.m. to 5:00 p.m.;
- Staff its booth during all published Event hours;
- Remove all exhibit materials by 8:00 p.m. on October 10, 2027;
- Maintain a professional booth appearance and conduct throughout the Event;
- Comply with all safety regulations, fire marshal requirements, and Event rules; and
- Confine all activities, displays, demonstrations, and solicitation to the designated Exhibit Space unless otherwise approved in writing by the Organizer.

2.2 Booth Specifications

The Exhibitor will be assigned Booth Number _____, measuring _____ square feet. The Exhibitor shall not exceed the allotted space dimensions or obstruct visibility of adjacent booths. Unless otherwise approved, the maximum display height for inline booths is 8 feet. Different height limits may apply to peninsula, island, feature, or sponsor spaces. The Organizer reserves the right to relocate the Exhibit Space, with reasonable notice to the Exhibitor, when necessary for safety, operations, or overall floor-plan integrity.

2.3 Equipment and Utilities

The Organizer will provide the standard booth package identified in the exhibitor service kit. Where applicable, this may include pipe and drape or backdrop, side rails, a company identification sign, and a wastebasket. Booth furnishings such as tables, chairs, counters, flooring, display fixtures, and specialty equipment are not included unless expressly stated in writing.

Additional equipment may be rented through the designated service contractor. The Exhibitor must order utilities separately, including:

- Electrical connections, including standard 110V service or special electrical requirements;
- Internet access, wired or wireless; and
- Water, drainage, compressed air, or other specialized utilities.

All utility and service requests must be submitted by the deadlines in the exhibitor service kit using the forms or ordering system designated by the Organizer and venue.

2.4 Exhibitor Badges & Partner Discount Codes

2.4.1 Staff Badge Allocation (Non-Attendance Passes). To ensure proper Event operations, PULSE provides complimentary Exhibitor Badges strictly for the Exhibitor's working staff, coaches, and booth representatives. Exhibitor Badges grant access to the exhibition floor for setup, teardown, and booth operations only and do not include entry into the consumer "PULSE Pass" raffle. Complimentary staff badge allocations are determined by rented exhibit-space square footage as follows:

- 10' x 10' Booth Space: Maximum of two (2) complimentary Exhibitor Badges.
- 40' x 40' Booth Space: Maximum of four (4) complimentary Exhibitor Badges.
- Additional Staff Badges: Any staff badges requested beyond the applicable complimentary allocation must be purchased through the PULSE Operations Team at a flat rate of \$20.00 per badge to cover credential production and venue-related overhead.

2.4.2 Partner Discount Codes (No Complimentary Consumer Tickets). The Exhibitor acknowledges that consumer General Admission and VIP tickets are not provided complimentary with exhibit participation or sponsorship unless expressly stated in a separate written agreement. To allow the Exhibitor to provide a value-added benefit to its gym members, clients, customers, employees, or social-media followers, PULSE may issue a customized Partner Discount Code (for example, FITNESSTAC-[GYMNAME]).

- **Partner Perk:** The Partner Discount Code will provide the Exhibitor's network with a 10% discount on eligible General Admission tickets purchased during the Phase 2 registration window, subject to the ticketing terms and availability established by the Organizer.
- **No Cost to Exhibitor:** There is no financial liability or charge to the Exhibitor based on use of the Partner Discount Code.

2.4.3 Promotional Responsibility. As part of the Partner Discount Code program, the Exhibitor agrees to actively promote its unique code through appropriate owned channels, including internal email newsletters, member or customer communications, bulletin boards or in-location signage, and official social-media channels, at least two (2) times per month during the promotional period leading up to the Event. The purpose of this requirement is to expand regional awareness of PULSE and encourage participation within the health, fitness, and wellness community.

3. PAYMENT TERMS

3.1 Fees

The Exhibitor agrees to pay the following fees:

Fee	Amount
Base Booth Rental	\$2,500.00
Industry Night Entertainment Fee	\$500.00
Applicable Taxes	\$250.00
Total Amount Due	\$3,250.00

3.2 Payment Schedule

The Exhibitor shall make payments according to the following schedule:

- **Optional hold deposit:** A \$500.00 non-refundable deposit may be paid to hold participation while 2027 budgets are pending. A hold deposit does not guarantee or assign a specific booth number, but will be credited toward the Exhibitor's total fees.
- **Specific booth assignment:** A booth number is assigned only after the Organizer has received at least 50% of the applicable booth fee. Booth locations are awarded on a first-come, first-served basis, subject to availability and Organizer approval.
- **Final payment:** The remaining balance is due no later than March 1, 2027.

Acceptable payment methods include ACH, credit card, or wire transfer. All payments shall be made payable to PULSE EXPO or its designated payment processor.

3.3 Refund and Cancellation Policy

Cancellation of this Agreement by the Exhibitor must be submitted in writing to the Organizer. Except for the non-refundable hold deposit and any non-refundable third-party charges already incurred on the Exhibitor's behalf, refunds will be processed according to the following schedule:

- Cancellation more than 90 days before the Event: 50% refund of eligible fees paid.
- Cancellation between 60 and 90 days before the Event: 25% refund of eligible fees paid.
- Cancellation less than 60 days before the Event: no refund.

The Organizer reserves the right to resell or reassign any Exhibit Space cancelled or forfeited by the Exhibitor.

4. INSURANCE AND LIABILITY

4.1 Insurance Requirements

The Exhibitor shall, at its own expense, secure and maintain throughout the duration of the Event, including move-in and move-out days, the following insurance coverage:

- Commercial General Liability insurance with minimum limits of \$1,000,000 per occurrence and \$2,000,000 aggregate;
- Property insurance covering the Exhibitor's property, display materials, equipment, and inventory; and
- Workers' Compensation insurance in compliance with applicable statutory requirements.

The Exhibitor must provide a Certificate of Insurance naming the Organizer and any additional parties required by the Event venue as additional insureds, no later than the deadline stated in the exhibitor service kit or insurance certificate instructions.

4.2 Liability Limitations

The Exhibitor assumes all risks associated with its participation in the Event. To the fullest extent permitted by law, the Organizer shall not be liable for loss, damage, theft, or injury to persons or property belonging to the Exhibitor, its employees, agents, contractors, or invitees, except to the extent caused by the gross negligence or willful misconduct of the Organizer. The Exhibitor agrees to indemnify, defend, and hold harmless the Organizer from and against claims, damages, losses, liabilities, and expenses arising out of or relating to the Exhibitor's participation in the Event, except to the extent caused by the Organizer's gross negligence or willful misconduct.

5. COMPLIANCE AND CONDUCT

5.1 Rules and Regulations

The Exhibitor agrees to comply with all applicable federal, state, and local laws, as well as all rules and regulations established by the Organizer and the Event venue. This includes, but is not limited to, fire safety regulations, health codes, accessibility requirements, venue policies, and requirements for permits or licenses. Violation of applicable laws, rules, or regulations may result in immediate termination of this Agreement and removal from the Event without refund.

5.2 Code of Conduct and Exhibit Standards

The Exhibitor and its representatives shall conduct themselves in a professional and ethical manner at all times. To preserve an active, visually engaging show floor, each exhibit must be professionally presented and designed to encourage attendee interaction. Prohibited conduct includes, but is not limited to:

- Disruptive, threatening, discriminatory, harassing, or offensive behavior;
- Unauthorized solicitation outside of the assigned Exhibit Space;
- Distribution of promotional materials in common areas without prior approval;
- Disparagement of competitors or other exhibitors;
- Excessive noise, lighting, or activity that materially interferes with neighboring exhibits;
- Early dismantling of exhibits before the official closing time;
- Static, literature-only displays with no meaningful attendee interaction or activation; and
- Exhibit presentations lacking professional branding or an appropriate backdrop/display structure.

The Organizer reserves the right to require correction of an exhibit that does not meet these standards and may remove any individual or exhibit that materially violates Event rules or standards of conduct, without refund when appropriate.

6. FORCE MAJEURE

Neither party shall be liable for failure to perform its obligations under this Agreement if such failure results from circumstances beyond the party's reasonable control, including, but not limited to, acts of God, governmental restrictions or regulations, war or armed conflict, terrorism, natural disaster, civil disorder, epidemic or pandemic, fire, flood, labor disruption, utility failure, venue closure, or other similar causes beyond the control of the parties. In the event of a Force Majeure occurrence, the Organizer may, in its reasonable discretion:

- Postpone the Event to a future date within twelve (12) months;
- Relocate the Event to an alternative venue; or
- Cancel the Event entirely.

If the Event is cancelled due to Force Majeure, the Organizer will refund a pro-rated amount of eligible fees paid by the Exhibitor, less a reasonable amount to cover Event expenses already incurred by the Organizer that cannot be recovered. The Organizer shall not be liable for the Exhibitor's travel, lodging, shipping, labor, marketing, production, or other indirect or consequential expenses.

7. TERMINATION

7.1 Termination by the Organizer

The Organizer may terminate this Agreement for cause if the Exhibitor:

- Fails to make any payment when due;
- Breaches a material provision of this Agreement or Event rules;
- Becomes insolvent, files for bankruptcy, or ceases business operations; or
- Engages in illegal, unethical, fraudulent, unsafe, or materially disruptive activities.

Upon termination for cause, the Exhibitor shall forfeit all fees paid to the extent permitted by law, and the Organizer may reassign the Exhibit Space without liability to the Exhibitor.

7.2 Termination by the Exhibitor

In addition to the cancellation provisions in Section 3.3, the Exhibitor may terminate this Agreement if the Organizer materially breaches its obligations and fails to cure such breach within thirty (30) days after receiving written notice from the Exhibitor. In such case, the Exhibitor shall be entitled to a refund of eligible fees paid, less any expenses reasonably incurred by the Organizer in connection with the Exhibitor's planned participation.

8. MISCELLANEOUS

8.1 Amendments

Any amendment or modification to this Agreement must be in writing and signed by both parties. The Organizer may update operational Event rules, deadlines, floor plans, and venue requirements when reasonably necessary, provided material changes are communicated to the Exhibitor in writing.

8.2 Governing Law

This Agreement shall be governed by and construed in accordance with the laws of the State of Washington, without regard to conflict-of-laws principles. Any legal action arising out of this Agreement shall be brought in a court of competent jurisdiction in Kitsap County, Washington, unless the parties agree otherwise in writing.

8.3 Entire Agreement

This Agreement constitutes the entire understanding between the parties concerning its subject matter and supersedes all prior agreements, understandings, proposals, and negotiations concerning that subject matter. No waiver of any provision of this Agreement shall be effective unless in writing and signed by the party against whom enforcement is sought.

SIGNATURE

By signing below, the Exhibitor acknowledges that it has read, understands, and agrees to be bound by this Agreement, the published Event rules, and the exhibitor service requirements incorporated by reference.

EXHIBITOR

Company / Legal Name

Authorized Signer

Title

Signature

Date

Booth Number

EXHIBITOR CONTACT INFORMATION

Address

City / State / ZIP

Email

Phone

ORGANIZER ACCEPTANCE

Organizer

PULSE EXPO

Authorized Signer

Signature

Date

Please retain a copy of the fully executed Agreement for your records.