

# The Uniform Retailers Association 20<sup>th</sup> ANNUAL TRADE SHOW

Westgate Resort & Casino ~ Las Vegas, NV

October 17-20, 2026

Phone:  
(614) 721-0777

URA@UniformRetailers.org

PO Box 717  
Albemarle, NC 28002

## Exhibitor Contract & Registration Form

NEW  
ADDRESS!

### 1 CONTACT INFORMATION *(Please Print/Type Clearly)*

**NOTE – Information provided in this section will be published on floor plan and onsite program.**

☐ First Time Exhibitor

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

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ E-mail \_\_\_\_\_ Website: \_\_\_\_\_

Billing Address for Invoice *(If different)*: \_\_\_\_\_

Description of products/services for Show Program \_\_\_\_\_

Additional Contacts to receive Exhibit Correspondence (if different than above):

Name/Email: \_\_\_\_\_ Name/Email: \_\_\_\_\_

### 2 BOOTH RESERVATION

**Booth Assignments** – Requests for exhibit space are filled by a Booth Assignment Appointment. A **\$500 non-refundable deposit is due with the application** to secure your assignment. **FULL PAYMENT DUE before June 1, 2026.** If full payment is not received by the deadline, space will be released and may be reassigned by show management. **Full payment is required with exhibit contracts received on/after June 1.**

**In-line Space** includes one 7"x44" identification sign, wastebasket, 6' draped table, and 2 chairs per 10'x10".

- ☐ 1 – 10'x10' booth [includes 2 staff] ..... \$2,780
- ☐ 2 – 10'x10' booth [includes 4 staff] ..... \$4,940
- ☐ 3 – 10'x10' booth [includes 6 staff] ..... \$6,720
- ☐ 4 – 10'x10' booth [includes 8 staff] ..... \$8,510
- ☐ 5 – 10'x10' booth [includes 10 staff] ..... \$9,720
- ☐ Prime Booth [\$200 per each corner spot] ..... \$ \_\_\_\_\_
- ☐ Additional Booth Staff \_\_\_\_\_ qty x \$200 = ..... \$ \_\_\_\_\_

**Total Due \$** \_\_\_\_\_

**Bulk Space** is 20'x20' or larger and includes one 7"x44" identification sign.

- ☐ 20'x20' booth [includes 8 staff] ..... \$8,510
- ☐ 20'x30' booth [includes 12 staff] ..... \$11,660
- ☐ 20'x40' booth [includes 16 staff] ..... \$15,220
- ☐ 20'x50' booth [includes 20 staff] ..... \$18,900
- ☐ 20'x60' booth [includes 24 staff] ..... \$21,680
- ☐ 40'x60' booth [includes 40 staff] ..... \$29,930
- ☐ 50'x60' booth [includes 60 staff] ..... \$44,880
- ☐ Additional Booth Staff \_\_\_\_\_ qty x \$200 = ..... \$ \_\_\_\_\_

**Total Due \$** \_\_\_\_\_

### 3 METHOD OF PAYMENT

- ☐ **Check** Payments must be in U.S. funds from U.S. banks.  
A \$50 fee will be charged for returned checks.

- ☐ **Credit Card** – If paying by credit card, a secure link will be emailed after the contract is processed.

**Mail Payment to:** Uniform Retailers Association  
PO Box 717  
Albemarle, NC 28001

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### 4 ACCEPTANCES

On behalf of the exhibiting company listed in item 1 of this Contract, we have read and agree to abide by the EXHIBIT CONDITIONS, RULES & REGULATIONS provided with this contract plus any amendments thereafter. By submitting this form, our company and its representatives agree to be contacted by mail, phone, and/or e-mail on behalf of the Association.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

## 5 EXHIBIT CONDITIONS, RULES & REGULATIONS

On behalf of the exhibiting Company in item 1 of the Contract (hereinafter referred to as the "Exhibitor"), we apply for booth space at the URA Trade Show (hereinafter referred to as the "Association") on the dates and location as inscribed on the Contract and any amendments thereafter, for the exhibition of the products and/or services designated and for no other purpose, subject to the Conditions, Rules & Regulations and any amendments hereinafter set forth. View Exhibitor FAQs for additional information.

**Booth Assignments** – After the top 10 are assigned, based on previous shows, booths are assigned in order of the date received. The contract must include payment to be considered. This contract is subject to all the terms and conditions of the lease agreement between the Association and the venue. Booth spaces are assigned at the discretion of the Association.

**Booth Equipment** – Inline booths are separated by 8' high back drapes and 3' high side divider drapes. At the Exhibitor's expense, the Association reserves the right to prohibit or remove any exhibit, product, display, or part thereof, or proposed exhibit display or device which in the opinion of the Association is not suitable to or in keeping with the product display policy or rules and regulations. Association reserves the right to rearrange the exhibit hall and relocate any exhibit at any time.

Standard in-line 10'x10' booths receive one 7" x 44" identification sign, one wastebasket, one 6' draped table, two chairs, and two exhibitor representative badges. Additional booth furnishings and equipment may be ordered through the official decorator. The Exhibitor Service Kit containing information and forms will be provided electronically to all exhibitors approximately 60 days before the Trade Show.

Any portion of an exhibitor's display that extends or protrudes above or beyond that of the booth adjoining to the rear or side must, at the exhibitor's expense, be completely smooth, flush-finished, and painted, with no exposed framework or artwork. It must be finished in such a manner as not to be unsightly to exhibitors in adjoining booths or to the Association. The Association reserves the right to make a judgment as to whether a booth shall be finished on-site at the expense of the exhibitor.

Exhibits spanning an aisle may NOT lay carpet across the aisle and/or signs over the aisle unless they rent the aisle space. Aisles are common ground and must be kept clear otherwise.

No portion of an exhibit structure may extend beyond the assigned/rented floor space.

Exhibits 20' x 20' or larger are considered bulk space investors. Bulk space will be marked with floor tape, and the rented space does not include booth furnishings. Bulk space Exhibitors are **required** to submit design renderings to Show Management for pre-approval at least 30 days before The Show.

**Cancellation Policy** – Exhibitors who cancel before **June 1** will receive a refund of 75% of the total monies paid, less the non-refundable \$500 deposit. Cancellations on or after **June 1** and before **July 1** will receive a refund of 50% of total monies paid less the non-refundable \$500 deposit. There are **NO REFUNDS** for cancellations on/after **July 1**. All cancellations must be submitted in writing to the Association.

**Conflicting Events During Trade Show** – To fully promote the activities of the URA Trade Show, the Association prohibits using hospitality suites and meeting rooms two days before, two days after, or during the Trade Show. Companies shall not extend invitations, call meetings, hold hospitality events, or otherwise encourage the absence of visitors/attendees from the Trade Show or any scheduled event. Before or after URA scheduled events, exhibitors may invite no more than three retail stores to join them for dinner or cocktails. Multiple vendor reps may not gather at the same table or combine into one larger group.

Current exhibitors may request function space before or after the Show at the headquarters hotel or another area venue for non-selling hospitality suites/meetings which must be arranged and approved through the Association. If an exhibitor is found in violation of these rules, their booth will be shut down immediately, and the booth fees will not be refunded.

**Show Directory/Program** – Exhibitors are provided with one listing per contract.

**Distribution of Advertising Material and Canvassing** – Booth activities, such as demonstrations, live interviews, market research, etc., must fit within the assigned floor space and may not interfere with normal traffic flow nor infringe on neighboring exhibits. Promotional activities are prohibited outside the exhibitor's assigned space. Exhibitors should reserve a reasonable portion of their exhibit space for crowds or lines that popular activities may attract. Canvassing or distributing advertising material by an exhibitor or anyone representing a non-exhibiting firm is prohibited outside the exhibitor's booth space or in any part of the venue or contracted hotels where the Trade Show is held.

**Exhibitor-appointed contractor (EAC)** – Exhibitors are responsible for ensuring that their EACs have the proper insurance and must provide documentation upon request.

**Security Policy** – The Association will provide perimeter guard service during the hours the exhibit area is closed; however, the Exhibitor is solely and fully responsible for their exhibit material and should insure their exhibit against loss or damage from any cause whatsoever. All property of an exhibitor is understood to remain in their care, custody, and control in transit to or from or within the confines of the exhibit hall. Exhibitors are not permitted to enter the exhibit hall at any time other than during set-up hours determined by the Association and when the hall is open to attendees. Exhibitor understands that neither the Association nor the venue maintains insurance covering the Exhibitor's property, and it is the sole responsibility of the Exhibitor to obtain such insurance.

**Dismantle** – No exhibit shall be dismantled before the official closing of the Trade Show as determined by the Association. If observed dismantling early, the Exhibitor will be fined a \$1,000 violation fee, payable within 30 days from receipt of the invoice. If observed dismantling early a second time, the Exhibitor may be barred from exhibiting at future events. The Association recognizes that emergencies or other unforeseen circumstances may arise. Should it be determined necessary to dismantle early, the Exhibitor is required to contact the Association immediately. If the purpose is deemed acceptable by the Association, written permission to dismantle early will be provided to the Exhibitor, and fines will be waived.

**Booth Warranty** – The dimensions and locations of each booth are believed to be accurate but only warranted to be approximate. The Association reserves the right to revise the floor plan in the Show's best interest. Booths are assigned only to the company that signs the application. No subsidiaries, distributors, manufacturers, etc., will be permitted to share, advertise, distribute literature, or in any way occupy any booth or part of any booth assigned to that Exhibitor.

**Failure of Payment** – If the Exhibitor fails to pay when due, any sum required under the terms of this application, or if the Exhibitor fails to comply with any other term or condition of the application, the Association reserves the right to cancel the exhibit assignment and any money paid by the Exhibitor to the Association will be forfeited. The Association shall have the right to make such rules and regulations in connection with the Trade Show as it may deem proper and may amend them at any time in the best interest of the Trade Show, and the Association shall have the full power in the manner of interpretation and enforcement thereof. Upon submission of the Contract, the Exhibitor agrees to abide by all rules and regulations as set forth by the Association.

**Indemnification** – Exhibitor shall indemnify, defend, and hold harmless Association and its officers, directors, agents, and employees from and against all liabilities, action, claims, demands, losses, or damages (including reasonable attorney's fees) arising out of or resulting from (i) any breach by Exhibitor or any of the terms, conditions, representations, or warranties contained in this Contract, or (ii) property damage or personal injury caused by the negligence or willful act or omission of Exhibitor or its employees, agents, or contractors.

Association shall indemnify, defend, and hold harmless Exhibitor and its officers, directors, agents, and employees from and against all liabilities, actions, claims, demands, losses, or damages (including reasonable attorney's fees) arising out of or resulting from (i) any breach by Association or any of the terms, conditions, representations, or warranties contained in this Contract, or (ii) property damage or personal injury caused by the negligence or willful act or omission of Association or its employees, agents, or contractors.

**Entire Agreement** – Submission of the Exhibitor Contract constitutes an agreement between the Association and the Exhibitor at such time as it is accepted and executed by the Association. Following the Exhibitor booth assignment, the Association may permit oral modifications to this contract that seeks to enlarge the amount of booth space contracted for. Any such oral modification to the original application will be accepted and considered binding on both the exhibitor and on the Association only when payment for the additional space is received and processed by the Association.

**Violation of Rules** – Exhibitors/attendees and their employees/agents agree to abide by the foregoing rules and by any amendments that may be put into effect by the Association. In the event an exhibitor/attendee is found to violate any of these rules, the following actions will ensue a) Whenever possible, the exhibitor/attendee will be orally advised, or given written notice, that he/she violates one of the rules and asked to take immediate corrective action. b) If the exhibitor/attendee fails to heed oral or written notice, the Association reserves the right to close the exhibit immediately and expel the exhibitor/attendee from the Trade Show without refunding any monies paid by the exhibitor/attendee. Upon exercise of this authority, the exhibitor/attendee and their employees/agents waive any right and claim for damages against the Association. c) The violation of any of the rules will constitute cause for not allowing an exhibitor/attendee to participate in subsequent Trade Shows. The Association shall have sole discretion in disciplining exhibitors/attendees who fail to comply with Association rules.

**Governing Law** – This Agreement shall be governed by and construed following the laws of the State of Ohio. The courts of the United States and the State of Ohio located in Columbus, Ohio, shall have exclusive jurisdiction over any legal action that may be brought by one Party against the other Party which relates in any way to this Agreement or the relationship between the Parties.



# Exhibitor FAQs and Schedule

## Attendees

Show attendees are independent retail store owners and their staff. Attendees may have one or more brick-and-mortar store locations. Due to privacy laws, the URA does not distribute attendee contact information. We encourage vendors to consider other ways to collect the information such as prize drawings, newsletter sign-ups, etc.

## Exhibitor Service Kit

Shepard Exposition Services is the official URA show decorator. Shepard emails the service kit to exhibitors approximately 120 days before The Show.

## Booth Furnishings

Each 10' x 10' booth will have an 8' high back drape and two 3' high side divider drape. Each exhibitor is identified with a 7" x 44" identification sign, and receives one 6' draped table, two chairs, and one wastebasket. Those with bulk space, 20'x20' or larger, do not receive table and chairs. See the Exhibitor Service Kit for additional booth furnishings, services, and equipment.

## Exhibit Rules & Regulations (See Exhibit Agreement for Additional Rules)

- Any portion of an exhibitor's display that extends or protrudes above or beyond that of the booth adjoining to the rear or side must, at the exhibitor's own expense, be smooth, flush-finished, and painted, with no exposed framework or artwork.
- Companies renting space on both sides of an aisle may NOT place carpet across the aisle or display products in the aisle. This is common ground and must be clear. No portion of an exhibit structure may extend beyond the assigned floor space.
- To fully promote the activities of the URA Trade Show, the Association prohibits anyone from using hospitality suites or meeting rooms two days before, two days after, and during the URA show. Companies cannot encourage the absence of visitors/attendees from the Trade Show or any scheduled event.
- Before or after URA scheduled events, exhibitors may invite retailers to join them for dinner or cocktails, so long as no more than three retail stores are included at one time. Multiple vendor reps may not gather at the same table or combine into one larger group.

## Carpet

The exhibit hall is carpeted; however, carpet may be ordered to compliment your display. See the Exhibitor Service Kit for color choices and prices.

## Distribution of Advertising Material/Canvassing/Soliciting

Demonstrations, interviews, market research, order taking, etc., are restricted to the exhibitor's contracted space. Activities may not interfere with normal traffic flow nor infringe on the aisle or neighboring exhibits. Anyone representing a non-exhibiting firm is prohibited from canvassing or distributing advertising or marketing material in the venue of The Show.

## Electric Services

See the Exhibitor Service Kit for services and pricing.

## Food & Beverage Service Sponsored by Exhibitors

URA staff must approve services offered to attendees. In addition to the cost of the food and beverages, there is a \$1,000 sponsorship fee. URA promotes sponsorships before, during, and after the show.

## Labor Rules

Nevada is a "right-to-work" state. Full-time employees of the exhibiting company may set up the display as long as it does NOT require using powered tools. Install/dismantle labor, freight handling, rigging, and electricians are coordinated by the decorator. See the Exhibitor Service Kit for details.

## Music or Videos

Exhibitors may play soft background music or play videos in their booth so long as it does not interfere with neighboring booths or conversations.

## Shipping

See the Exhibitor Service Kit for shipping instructions. Contact the hotel for instructions and policies to ship to hotel guest.

## Signs/Banners Over Booth

Banners may be hung over your exhibit space. The banner cannot go outside of your contracted booth space or hang across an aisle. See the Exhibitor Service Kit for more information.

## Wi-Fi Service

See the Exhibitor Service Kit for more information.

## Exhibitor Schedule (Subject to Change)

### Saturday, October 17

8:00 am – 5:00 pm ~ Exhibitor Move-In  
5:00 pm – 7:00 pm ~ Welcome Party

9:00 am – 6:00 pm ~ TRADE SHOW OPEN

11:30 am – 1:00 pm ~ Lunch on the Trade Show Floor

6:30 pm – 9:00 pm ~ Great Gatsby Party w/Retailers

### Sunday, October 18

8:00 am – 5:00 pm ~ Exhibitor Move-In  
9:00 am - 4:00 pm ~ Retailer Education  
6:30 pm – 9:00 pm ~ Casino Night w/Retailers \*\*20<sup>th</sup> Anniversary Celebration

### Tuesday, October 20

8:00 am – 9:00 am ~ Breakfast  
9:00 am – 12:00 pm ~ TRADE SHOW OPEN  
11:00 am ~ Prize Parade on show floor  
12:00 pm – 5:00 pm ~ Exhibitor Move-Out

### Monday, October 19

8:00 am – 9:00 am ~ Breakfast