NEW YORK MARRIOTT MARQUIS
EMPIRE Complex
1535 Broadway
New York, NY 10036

2016 EAT THIS! HOT NEW PRODUCTS EXHIBIT SPACE APPLICATION & CONTRACT

EXHIBITOR INFORMATION
Please fill out the following information exactly as you would like it to appear in show directories and signage.

Brand Name:		Company Name (Billing):
Contact Name:		Title:
Address:		
City:	State:	Zip:
Phone:	Mobile (Optional):	
Email:		
Website:		

CONTACT FOR MEDIA

☐ Same as above.

Company Name:		
Contact Name:		Title:
Address:		
City:	State:	Zip:
Phone:	Mobile (Optional):	
Email:		

ATTENDEE INFORMATION
Please list the names of those who will attend on behalf of your company (please print clearly).

Attendee 1:	Title:
Attendee 2:	Title:
Attendee 3:	Title:

ON-SITE ACTIVATION
Please answer the following:

Will you be sampling food or alcohol? ☐ YES ☐ NO If yes, please explain:	
Will you need cold storage? ☐YES, Refrigeration ☐YES, Frozen ☐NO	
Do you need electrical? ☐ YES ☐ NO	Do you need internet? ☐ YES ☐ NO
If you have special requirements for what you'll be exhibiting, please describe:	

PRICING

☐ Exhibitor (By February 12, 2016)	$2,750 / Brand
☐ Exhibitor (After February 12, 2016)	$3,250 / Brand
☐ Multi-Brand Discount	$200 Off / Brand
☐ Multi-Showcase Discount	$250 Off / Brand / Showcase

Brand / Exhibitor Registration Includes:

- Exhibit table (6-foot draped)
- Full-color table-top signage (8.5" x 11")
- 3 Company representative badges
- 6 Drink coupons

PAYMENT INFORMATION

Once date is announced, exhibitor will have 30 days to cancel their participation without penalty. Full payment must be received in the form of a business check or major credit card. Signed contract and full payment must be received by advanced registration deadline in order to receive discount rate. Companies contracting with Editor Showcase after the advanced registration agree to submit all payments no less than 30-days prior to event date. All contracts received within the 30-day window of the event date require full payment at the time of contract. Failure to submit payment according to these terms may result in forfeiture of exhibit space. No refunds will be issued for partial payments received. **Cancellation Notices** All other cancellations must be in writing and received by January 1, 2016. Cancelled exhibitors will receive a full round minus $100

Payment by Credit Card: ☐ AMEX ☐ Visa ☐ MasterCard

Cardholder Name: _____ Card Number: _____

Security Code: _____ Exp Date: _____ Amount: $_____

Authorization: _____

☐ Payment by check: Please make check payable to: MM & K, LLC and mail to: Editor Showcase, 1399 N. Cuyamaca Street; El Cajon, CA 92020

Signature and payment constitutes company has read and understood Addendum A of registration form and also agreement to abide by the cancellation policy and all other rules and policies. MM & K, LLC reserves the right to refuse service to any individual or company.

Submitted by: _____ Date Submitted: _____
(Authorized Signature)