

We cordially invite you to exhibit



CONNECTICUT GOLF SHOW

Connecticut Convention Center

Hartford, Connecticut

March 27-29, 2026

**9,000 Golf Enthusiasts
expected to attend**

Show Owner



VARSITY
COMMUNICATIONS

To secure exhibit space, fax the completed registration to 888-273-1763.



The undersigned company does hereby agree to participate as an exhibitor at the *Connecticut Golf Show (herein known as the Show)* being held at the Connecticut Convention Center, Hartford, CT, on March 27-29, 2026. The *Show* is owned and produced by Varsity Communications Inc. This will be a binding contract when accepted by the *Show* and invoices for the 2026 show will be mailed upon contract acceptance.

Please complete this form and return to Varsity Communications Inc., 2128 Sahalee Drive East, Sammamish, WA 98074:
Attention: Finance Department, **make check payable to Varsity Communications Inc. Or Fax to 888-273-1763.**

RATES: (PLEASE CHECK APPROPRIATE BOOTH SIZE AND ADDITIONAL OPTIONS) TAKE ADVANTAGE OF OUR EARLY BIRD RATE!

_____ **10' x 10' booth, \$1,595, if received by 10-15-25**, \$1,695 if received between 10-16-25 and 12-1-25, \$1,795 after 12-1-25.

_____ **10' x 10' booth, discounted rate of \$1,495 each year for a two-year commitment to the CT Golf Show in 2026 and 2027 if received by 10-15-25**. \$1,595 if received between 10-16-25 and 12-1-25, \$1,695 after 12-1-25.

_____ **10' x 20' booth, \$2,745, if received by 10-15-25**, \$2,895 if received between 10-16-25 and 12-1-25, \$2,995 after 12-1-25.

_____ **10' x 20' booth, discounted rate of \$2,595 each year for a two-year commitment to the CT Golf Show in 2026 and 2027 if received by 10-15-25**. \$2,755 if received between 10-16-25 and 12-1-25. \$2,875 after 12-1-25.

CALL FOR BULK SPACE RATES FOR SIZES 10' X 30' OR LARGER. FILL OUT RATES BELOW.

_____ 'x _____' booth, \$ _____ .00 ___ one-year ___ two-year.

_____ Corner booth requests are an additional \$175.00.

_____ Connecticut UBI Number (must be included) No Connecticut UBI Number (checkbox)

Selling from your booth or display area? Yes _____ No _____ (The *Show* retains rights to approve all retail activity).

_____ **EBLAST/SOCIAL MEDIA PROMOTION includes one dedicated E-Blast to 12,000 attendees and two Facebook promotions (2925+ likes). \$750 FEE. GOLF-RELATED BUSINESSES ONLY, LIMITED QUANTITY AVAILABLE. MUST BE APPROVED.**

PLEASE NOTE: Exhibitors are responsible for obtaining a seller permit (if necessary) from the Connecticut Department of Revenue Service. The seller permit must be in place prior to any sales at the Show.

COMPANY NAME: _____

CONTACT NAME/TITLE: _____

CONTACT ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

E-MAIL: _____ WEB ADDRESS: _____

PHONE: _____ FAX: _____

PRODUCT/SERVICE DESCRIPTION: _____

BOOTH SIGN TO READ: _____

1. **Booth Space:** Exhibitor subscribes for booth space at the Show, to be held at the Connecticut Convention Center, Hartford, CT on March 27-29, 2026. The Show reserves the right to reject any applicant or exhibitor the amount he/she has paid for space. The Show reserves the right to assign, designate, or change your booth location. **Pop-up tent displays are not guaranteed and must be approved by show management.**

2. **Payment:** Exhibitor will be invoiced upon receipt of contract with payment due net 30 days. Payment is due net upon receipt after February 1, 2026. Payment in full for exhibitor's booth space is required prior to show check-in time. All rates quoted and contracted are for cash payments. Credit card processing is available with a 3.5% convenience fee for all transaction amounts processed.

3. **Hours of Operation:** Hours of show are Friday, 11 a.m. - 5 p.m.; Saturday, 10 a.m. - 5 p.m.; and Sunday, 10 a.m. - 4 p.m. Show hours are subject to change. Exhibitor shall have its exhibit(s) completely assembled and ready to be viewed by guests no later than 11 a.m. on Friday, March 27, 2026. Exhibitor shall staff its booth during all hours of the Show. Exhibitor shall not begin disassembling its exhibit(s) until 4:01 p.m. Sunday, March 29, 2026.

4. **Interference Prohibited:** Excessive noise, bothersome lighting or other use by exhibitor which interferes with the exhibition space used by other exhibitors is prohibited, as is the creation or maintenance by exhibitor of any dangerous or hazardous condition or situation. The aisles belong to the show. Neither exhibitor nor advertising material shall protrude into the aisles. Booth shall not exceed 8 feet (back wall) and 4 feet (side walls) in height without show management approval. Exhibitor business activities must be contained within the exhibit space purchased. Show management must approve "Roaming" or any additional business outside the exhibit space purchased in writing prior to the Show.

5. **Services Not Provided:** The Show does not provide equipment, decoration, labor carpenters, storage for exhibit materials, special lighting, gas, water supply or other related services. Exhibitor must make all arrangements for these items, and exhibitor shall defend, indemnify and hold harmless the Show for any and all claims, losses, damages, injuries or other charges, which may occur from such arrangements made by Exhibitor.

6. **Overnight Security:** The Connecticut Convention Center is a closed facility, access will not be allowed without Show management present. The Show shall not be responsible for any losses an exhibitor may suffer.

7. **Insurance Not Provided:** Exhibitor acknowledges the Event provides no insurance covering exhibitor's property. It is exhibitor's sole responsibility to obtain interruption, property damage, personal injury, vandalism, theft and any other insurance it may need to cover any losses it may suffer at the Event. Exhibitor must provide Varsity Communications with proof of Comprehensive General Liability (CGL) insurance two weeks prior to the event, and must name Varsity Communications Inc. as an additional insured. By checking this box, Exhibitor agrees that they have Comprehensive General Liability (CGL) insurance and will provide a certificate naming Varsity Communications Inc. as an additional insured. Yes, I agree. (please check)

8. **Indemnification:** Exhibitor shall defend, indemnify and hold harmless Varsity Communications Inc., the Show and their designated agents, employees and/or contractors, from and against any and all claims, losses, damages, injuries, penalties, governmental charges or fines in any amount arising out of or caused by exhibitor's use of the premises, the conduct of exhibitor's business or from any activity or work done, permitted or suffered by exhibitor in or around the premises, including but not limited to, the installation, operation, maintenance or removal of exhibits.

9. **Assignment Prohibited:** Exhibitor shall not assign any portion of its booth space to any individual, partnership, corporation, company, firm or entity, without the prior written consent of the Show.

10. **Cancellation Policy:** If Exhibitor is not able to attend the Show, Exhibitor is financially and contractually responsible for payment of fees (paid and unpaid balances) on the following schedule.

- a. **75 day:** If written cancellation is received 75 days prior to show opening, exhibitor is responsible for 50% of booth fee.
- b. **45 day:** If written cancellation is received 45 days prior to show opening, exhibitor is responsible for 75% of booth fee.
- c. **Less than 45 days:** If Exhibitor cancels within 45 days of show opening, exhibitor is responsible for 100% of booth fee.

11. **Governing Law, Consent to Jurisdiction, and Venue.** This Agreement shall be interpreted and enforced according to the laws of the State of Washington. The Parties to this Agreement hereby stipulate that the exclusive venue for any proceeding to interpret or enforce the terms of this Agreement shall be in King County, Washington District Court, Superior Court, or the United States Federal Court for the Western District of Washington located in Seattle, Washington.

AGREED BY:

Representative Signature

Date

Print Name

Title (Print)