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EXHIBITOR

PROSPECTUS



DECEMBER 7 - DECEMBER 9

MINOR LEAGUE BASEBALL™ invites you to participate in the 44th annual Baseball Trade Show™.

The Baseball Trade Show is held in conjunction with the Baseball Winter Meetings™, the annual convention of the National Association of Professional Baseball Leagues, Inc. This convention is the **largest gathering of baseball executives** in the country, bringing Major League Baseball and Minor League Baseball together with their business partners.

This year's show is heading to Indianapolis, IN, and will be held at the Indiana Convention Center from December 7 - 9, 2009. The Baseball Winter Meetings and PBEO Job Fair will also be held at the Indiana Convention Center.

Representatives from Minor League Baseball and Major League Baseball clubs, leagues and organizations attend the Baseball Trade Show during their annual meetings.

These representatives include owners, general managers, marketing, merchandising and promotions directors, stadium operations personnel, coaches, organizers, buyers and more. Representatives purchase promotional items, retail merchandise, player equipment, staff and player apparel, stadium services and more at the show.



WHY EXHIBIT?

The Baseball Trade Show benefits those who want to achieve the greatest possible reach to professional baseball executives over a three-day period. Upwards of 300 exhibits will utilize 150,000 sq. ft. of the Indiana Convention Center - Hall C/D/E.

Exhibiting companies range from manufacturers and distributors of apparel, caps, gift items, souvenirs and promotional products, to service companies including insurance, architecture, concessions, printing, marketing, internet and entertainment, to stadium equipment, food and beverage, on-field suppliers, player equipment and more.

For a list of exhibitors at the 2008 Baseball Trade Show in Las Vegas please log onto baseballtradeshow.com.



THE BASEBALL TRADE SHOW IS WHERE YOUR CUSTOMERS COME TO SHOP!

SURVEY SAYS†: 70% OF ATTENDEES MADE A PURCHASE AT THE 2008 BASEBALL TRADE SHOW IN LAS VEGAS



If you have a product or service that would benefit the baseball industry, you cannot miss this event! Bring your message, products, services and YOUR COMPANY straight to the individuals who want them...all at the 2009 Baseball Trade Show.

EXHIBITOR BENEFITS

AUDIENCE

Access to the largest gathering of baseball executives in the country.

ATTENDEE MAILING LIST

Exhibitors will receive a pre and post show attendee mailing list (digital format) that includes the mailing address and contact information for each attendee.

LISTING IN BUYER'S GUIDE

Exhibiting companies' contact information will be listed in the exhibitor Buyer's Guide directory that is distributed to all attendees at the show.

LISTING ON MINOR LEAGUE BASEBALL WEBSITE

Each exhibiting company will be listed on the Baseball Trade Show webpage at baseballtradeshow.com. This page is also linked through the Minor League Baseball official website at milb.com.

EXHIBITOR NEWSLETTERS

Exhibitors receive the "BTS eNews" that provides the latest information on the show, as well as information on the Baseball Winter Meetings and includes exhibit tips to enhance your participation at the show.

BASEBALL WINTER MEETINGS

Exhibitors have the opportunity to purchase tickets to attend all of the Baseball Winter Meetings special events. For more information on events and the schedule please visit online at baseballwintermeetings.com. An order form to attend the special events will be included in the Exhibitor Service Kit. League meetings held at the Indiana Convention Center are closed to the public (non-invited guests).

CONTACT INFORMATION

SHOW MANAGEMENT/ORGANIZER

Baseball Trade Show
P.O. Box A
St. Petersburg, FL 33731
Toll Free: 866-926-(MiLB) 6452
Fax: 727-683-9865

Email: tradeshow@milb.com
Web: baseballtradeshow.com

(All credit card purchases can be done online at baseballtradeshow.com or faxed to the above number)

Overnight Mailing Address:
Baseball Trade Show
9550 16th Street North
St. Petersburg, FL 33716-4217

PLEASE NOTE: Our physical mailing address for overnight packages has changed. The Minor League Baseball Offices have moved.

OFFICIAL CONTRACTOR/SHOW DECORATOR

Champion Exposition Services
139 Campanelli Drive
Middleboro, MA 02346
Toll Free: 800-723-1123
Fax: 508-946-1019



EXHIBIT SCHEDULE

EXHIBIT HOURS

Monday, December 7 “Opening Night” 5:00pm - 8:00pm
Tuesday, December 8 10:00am - 5:00pm
Wednesday, December 9 10:00am - 5:00pm

EXHIBIT MOVE-IN

Sunday, December 6 8:00am - 5:00pm
Monday, December 7 8:00am - 3:00pm*

* All exhibits must be fully operational by 3:00pm on Monday, December 7th. Time is needed to clean the hall, vacuum aisle carpet and remove empty storage containers before the show opens. Show Management may force labor on any exhibits not set-up by this time or deem the exhibitor to have cancelled its reservation for exhibit space.

EXHIBIT MOVE-OUT

Wednesday, December 9 5:00pm** - 10:00pm
Thursday, December 10 8:00am - 12:00pm

** Exhibitors are to remain on the exhibit floor until the official close of the Baseball Trade Show. Any exhibitors dismantling their booths prior to the scheduled time may be penalized by losing priority points used for assigning booth space or may be denied a chance to exhibit at future shows.

SHOW INFORMATION

SHOW LOCATION

Indiana Convention Center
Hall C/D/E
Indianapolis, IN



SHOW COLORS

Show Drapes:

Black, Red & White

(Please Note: Back drape will consist of at least one panel of Black, Red and White; with Black as the side rail drape color)

Aisle Carpet: Black

National Licensee Area Carpet is Red

(Please Note: Exhibitor Booth Carpet is NOT provided; Each exhibitor is required to have floor covering at their booth.)

HOTEL ACCOMMODATIONS

Several downtown Indianapolis hotels will house both exhibitors and attendees for the Baseball Trade Show and Baseball Winter Meetings.

Housing information and a housing reservation form will be included in the Exhibitor Service Kit that is distributed to all registered exhibitors. All exhibitor housing reservations for the Baseball Trade Show will be handled through the Minor League Baseball office. The special housing room block rate is \$159 per night (plus tax). Published rates will only be available to registered exhibitors by using the Exhibitor Housing Form in the Exhibitor Service Kit. The housing reservation deadline is October 23rd.

IMPORTANT DATES

JUNE 1, 2009

Applications received by this date will earn fifteen (15) additional priority points toward a preferred booth location.

JULY 1, 2009

Applications received by this date will earn ten (10) additional priority points toward a preferred booth location.

AUGUST 1, 2009

Applications received by this date will earn five (5) additional priority points toward a preferred booth location.

SEPTEMBER 1, 2009

Applications received up until this date can reserve Booth Space at \$16.00 sq. ft. After September 1, 2009, booth space rate is \$19.00 sq. ft.

Booth Space assignments begin the first week of September.



OCTOBER 9, 2009

Deadline to **reserve advertising space in the Buyer's Guide**. Form is due along with payment in full by this date.

Buyer's Guide Advertising artwork is due. Artwork must be sized and camera-ready. Digital artwork must be accompanied by a hard copy.

OCTOBER 26, 2009

Information for the **Buyer's Guide** listing is due. Applications received after this date will not be included in the Buyer's Guide. An addendum will be provided to attendees onsite listing exhibitors who reserve booth space after October 26th.

NOVEMBER 2, 2009

Deadline to submit entry for the **New Product Showcase**. See Page 5 for more details.

Deadline for **Name Badge Forms** (found in Exhibitor Service Kit.)

NOVEMBER 20, 2009

Last date to **cancel booth space** to receive any refund. Cancellations after this date will result in no refund given. See Cancellation Policy on Page 10.

EXHIBITOR TIP

Increase your Priority Points for a better Booth Location (See Page 7)

BOOTH INFORMATION

BOOTH PRICE

All booth spaces are \$16.00 per square foot if purchased on or before September 1, 2009, with a minimum of 100 square feet required. Booth Space will be \$19.00 per square foot after September 1, 2009. An additional \$300 is required for a corner booth. Full payment with **proof of insurance** must be received with the application for processing. If both are not received, your booth is subject to cancellation and a higher booth fee may apply.

EXHIBIT BOOTH INCLUDES

8' high back drape
3' high side rail drape on either side of your inline booth
Standard exhibitor ID sign hanging off back drape

Booth space **DOES NOT INCLUDE any furnishings**. Furnishings and services are available at an additional cost from the Show Decorator and approved show vendors. All ordering information will be included in the Exhibitor Service Kit. **The entire show floor is NOT carpeted**. Booth floor covering of some sort is required and the responsibility of each exhibitor to order or bring.

PAYMENT METHODS

Booth payment methods include check/money order, Visa or Mastercard (American Express is **NOT** accepted).

APPLICATION FOR SPACE

Application for booth space may be made online with a credit card at baseballtradeshow.com or on the enclosed booth space application form. The completed application is to be submitted to Minor League Baseball ("Organizer") with payment in full along with a valid Certificate of Insurance. Faxes and online registrations will be accepted only when paying by Visa or MasterCard. Applications will not be processed without full payment AND valid proof of insurance. A confirmation letter will be sent upon receipt of the completed application and full payment.

SPACE ASSIGNMENTS

All companies are assigned booth space based on several factors including: priority points, date application is received, national licensee status, exhibitor booth selection and a balanced distribution of products and services. Priority points are explained on page 7. No assignment will be made until payment and proof of insurance have been received. Booth assignments will begin starting the first week of September for all applications received by September 1st. **Booth assignments will not be made until a valid Certificate of Insurance is received or purchased.**

BOOTH LOCATION

Organizer reserves the right to assign all space in its sole and absolute discretion without regard to requests and reserves the right to reassign booths when necessary. Due to the large number of participating companies, Organizer cannot guarantee that a company will not be located near a competitor. Confirmation of booth assignments will be sent following assignment of space.

LICENSEE SECTION

Minor League Baseball licensing program guidelines require that all merchandise featuring club or league trademarks purchased for resale be purchased from officially licensed vendors. The licensee section on the trade show floor assists club personnel in identifying licensed vendors. This section is reserved for Minor League & Major League Baseball National Licensees. Only those companies with an executed national license agreement will be located in the licensee section. If you are interested in becoming a Minor League Baseball Licensee, please call Major League Baseball Properties at (212) 931-7441 for information.

INSURANCE REQUIREMENTS

Exhibitors must provide a certificate of insurance along with their application for booth space. If your company does not currently have general liability insurance coverage you can **purchase the necessary coverage** by providing an additional \$160 on the booth space application (page 8). This will provide you with liability insurance coverage for the entire Baseball Trade Show, December 6-10, 2009 (including show hours, exhibitor move-in and move-out).

The following additional insured information must be listed on the certificate: **THE NATIONAL ASSOCIATION OF PROFESSIONAL BASEBALL LEAGUES, INC., PROFESSIONAL BASEBALL PROMOTION CORPORATION AND CAPITAL IMPROVEMENT BOARD OF MANAGERS OF MARION COUNTY, INDIANA, THEIR OFFICERS, BOARD, AGENTS AND EMPLOYEES**. See page 11 for more information.

BUYER'S GUIDE

Exhibitors whose applications (including payment and insurance) are received and accepted by October 26, 2009, will be listed in the Buyer's Guide exhibitor directory. The listing includes your organization name, address and phone number, website/email, booth number and primary category listing. There will be an addendum listing those exhibitors whose applications are received after October 26, 2009. Advertising opportunities are also available in the Buyer's Guide. For more information, please see page 9.

NAME BADGE REGISTRATION

Each exhibiting company will receive three (3) complimentary name badges for company personnel use per 100 sq. ft. of booth space reserved. Any additional name badges for company personnel will be \$50 per badge. Organizer reserves the right to issue name badges at its sole discretion. A name badge request form will be included in the Exhibitor Service Kit distributed to all registered exhibitors. For additional Baseball Trade Show attendance policies, please see page 10.

EXHIBITOR SERVICE KIT

The Exhibitor Service Kit will be distributed to all registered exhibitors. The Service Kit will be distributed in an online format and will include service information and forms from Organizer and the Show Decorator, as well as other service vendors. These service forms should be used to order labor, furniture, electricity, telephone service, internet, booth cleaning, etc. The Kit also includes shipping information and drayage rates. Exhibitors are strongly encouraged to order all furnishings and labor in advance at a discounted rate to avoid higher on-site prices and to minimize delays during exhibit setup.

INSTALLATION/DISMANTLE

Individual exhibitors who wish to install and dismantle their own booth may do so with company personnel. Do not attempt to bring in "pick-up labor." You must comply with local and state fire, safety and insurance regulations and rules set by Official Contractor, Organizer and the Indiana Convention Center. Exhibitors may also handle their own freight if material can be hand-carried to and from the booth via accepted freight entrances. Hand-carried is defined as small cartons, packages or portable laptop computers that usually weigh less than 30 lbs. Official Contractor/Show Decorator's labor claims jurisdiction under all other circumstances. All exhibitor booth freight and materials must be handled through the B Ramp drive-up loading docks at the Indiana Convention Center, Hall C/D/E. No freight or materials are allowed through the front entrance to the hall.

CONVENTION CENTER GUIDELINES

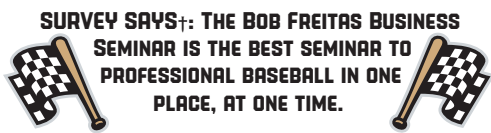
Exhibitors planning to sample food and beverage at their booth must fill out the Food & Beverage Sampling Form provided in the Exhibitor Service Kit. Failure to do so may delay or prohibit your sampling. Please read the Marion County Health Department policy located in the Exhibitor Service Kit.

SPONSORSHIPS

Consider a sponsorship at the 2009 Baseball Trade Show and Baseball Winter Meetings to **INCREASE YOUR COMPANY'S BRAND AWARENESS AND STAND OUT FROM YOUR COMPETITORS!** Several sponsorship opportunities are available to produce more results and return on investment.

BOB FREITAS BUSINESS SEMINAR

Opportunity to be the Exclusive Presenting Sponsor of this event. The Bob Freitas Business Seminar delivers an exciting array of speakers, panels and workshops for attendees of the Baseball Winter Meetings. Attendees can take advantage of this one-of-a-kind seminar dedicated to educating and improving every facet of a professional baseball organization.



The Seminar is an all-day event that will take place at the Indiana Convention Center on Monday, December 7th. Individual subject tracks covered during the seminar include:

1. Media & Community Relations
2. Sales & Marketing
3. Licensing & Merchandising
4. Grand Slam Operations: Tickets, Concessions, Turf Management, Stadium Operations & Stadium Design
5. Covering the Bases: Technology, Financial & Legal

ATTENDEE WIRELESS LOUNGE

The Baseball Winter Meetings Attendee Wireless Lounge will be located in a pre-function space at the Indiana Convention Center around the League Meeting rooms and near the Baseball Trade Show. This will be a popular meeting spot for attendees to enjoy FREE Wi-Fi access on their laptop computers, with couches, tables and chairs, as well to sit and relax in between meetings or as they step away from the trade show floor.

TRADE SHOW BAGS

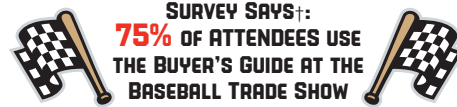
Baseball Trade Show sponsor logo bags will be distributed to attendees at the front entrance of the exhibit hall. This is an exclusive branding sponsorship opportunity. Gain exposure over the entire show while attendees roam the floor with your company logo on their bags to collect samples and handouts.

WATER STATION (CUP SPONSORSHIP)

Water stations will be located throughout the show floor and Indiana Convention Center for attendees to enjoy. This is an exclusive opportunity to brand your company name at each station and have your company logo on each water cup.

BUYER'S GUIDE ADVERTISING

Do you want more bang for your advertising buck? Consider advertising in the Baseball Trade Show Buyer's Guide.



The oversized fold-out Map Flap, as well as the Inside Front and Inside Back cover page ads are available. Half page and Full page ads are also available. Ad placement in the Buyer's Guide starts at only \$750.

CYBER LOUNGE

Attendees will be treated to a Cyber Lounge on the trade show floor to check email and stay connected. This is 'the hotspot' on the show floor. Show Management supplies the space, electricity, internet connection, maintenance and computers. Your company website will be the display page on each computer. Sponsor can provide own products to furnish or decorate this space, as well as company logoed materials (mousepads, notepads, pens, etc.) and distribute company literature on tables.

CUSTOM PACKAGE

Do you have a product or service you would like showcased at the Baseball Winter Meetings or Baseball Trade Show? Let us design a sponsorship package to meet your needs.

ADDITIONAL OPPORTUNITIES:

- Baseball Winter Meetings Welcome Package
- Baseball Winter Meetings Awards Luncheon
- Baseball Trade Show Opening Night
- Baseball Winter Meetings Gala
- Baseball Winter Meetings Banquet
- PBE0 Job Fair

Sponsor Benefits Include: Increased exposure with over 2,500 attendees, Official Sponsor status, Complimentary booth space in Sponsor area on the show floor, Logo recognition on signage, Distribution of company literature, Buyer's Guide advertisement, Attendee email list...and more.

Sponsorship Packages start at \$7,500

For more information: Call 866-926-6452 or email tradeshow@milb.com.

NEW PRODUCT SHOWCASE

Showcase your new products or services at the 2009 Baseball Trade Show!

The **New Product Showcase** highlights some of the newest and most innovative products and services in the baseball industry.

Do you have a new item or service on the market that you would like showcased at the 2009 Baseball Trade Show?

Eligible products and services will be featured on the New Product Showcase board with a picture, as well as your company name and booth number to direct attendees to your booth to view the item or receive more information on the product or service.

Each entry must meet the following criteria:

- 1) Must be a registered exhibitor at the 2009 Baseball Trade Show.
- 2) It must be introduced between Jan. 1, 2009 and December 7, 2009.
- 3) It must be a new development. Line extensions (i.e.: new sizes or colors of an existing product) are not eligible.
- 4) It must be available to the market within three months after the 2009 Baseball Trade Show.

There is **NO FEE** to submit your entry for the New Product Showcase.

Email entries to tradeshow@milb.com.

Please include:

- Company Name (including contact information)
- Product/Service Information (please include up to a 50 word description of the new product or service)
- How long on the market/date entering market
- Picture of product (if available)

DEADLINE TO SUBMIT ENTRY IS OCTOBER 26th.

For more information on sponsorships or the New Product Showcase please contact Noreen Brantner at (866) 926-6452 or email tradeshow@milb.com.

BASEBALL TRADE SHOW™

DECEMBER 7 - 9, 2009
INDIANA CONVENTION CENTER
HALL C/D/E

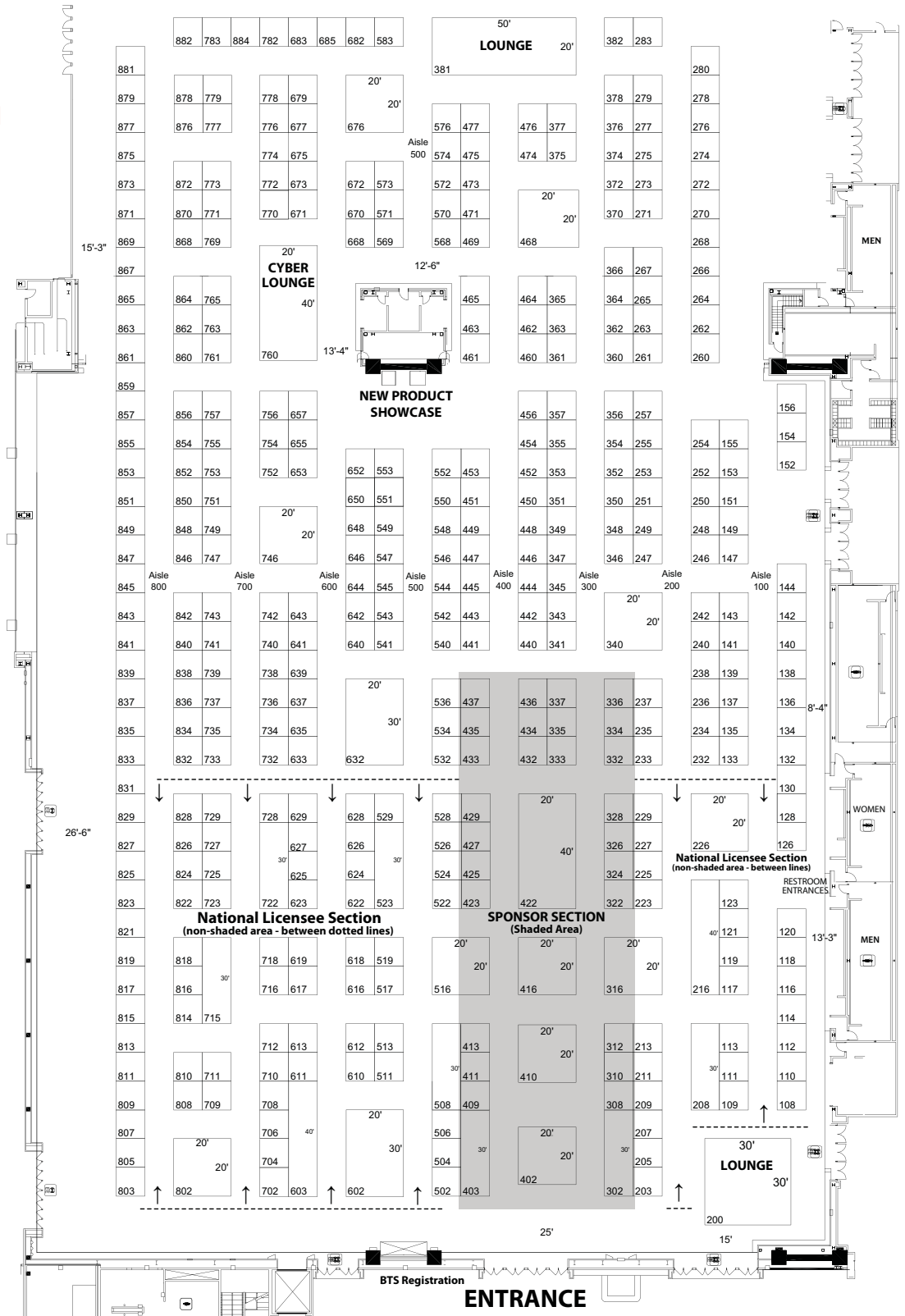
BOOTH SELECTION INFORMATION

When making your booth selection choices on Page 8/Part 3 of the Booth Space Application, please combine multiple 10x10 spaces to make your desired size (i.e.: 534/536 = 10x20; 341/343/345 = 10x30; 441/443/445/447 = 10x40)

ONLY OFFICIAL SPONSORS of the Baseball Winter Meetings will be assigned in the shaded Sponsor Section.

ONLY NATIONAL LICENSEES of Minor League Baseball or Major League Baseball will be assigned in the National Licensee Section as outlined on the floorplan.

PRIORITY POINTS will be used when determining your Booth Location. Please see page 7 for a detailed breakdown on obtaining Priority Points.



HOW TO RESERVE BOOTH SPACE

1. Read Rules and Regulations thoroughly.
2. Print clearly and complete Part 1 - 7 of the Exhibit Space Application and Buyer's Guide Listing Form or **apply online at baseballtradeshow.com**.
Mailed or faxed applications will not be accepted without a signature and valid Certificate of Insurance (unless purchasing insurance on the Application).
If interested in Advertising opportunities, complete Part 8 and provide payment in Part 6.
3. Keep a copy of all forms for your records.
4. Make checks payable to **Baseball Trade Show**. (*Checks are preferred payment*).

5. **Submitting by mail*:**
Mail original application with check payment and valid PROOF of INSURANCE (See Insurance Rules on page 11) to:

Baseball Trade Show
P.O. Box A
St. Petersburg, FL 33731
OR Overnight to:
Baseball Trade Show
9550 16th Street North
St. Petersburg, FL 33716-4217

PLEASE NOTE: Our physical mailing address has changed.

6. **Submitting by Fax*:**
Fax Application (only if paying by credit card) and valid PROOF of INSURANCE to (727) 683-9865 (See Insurance Rules on page 11).
7. **Registering Online*:**
Log onto **baseballtradeshow.com**. Submit Application with credit card payment. Applications will only be accepted online with credit card payments. Valid proof of insurance should be faxed or emailed immediately after registering online (unless purchased on the application). Fax insurance to (727) 683-9865 or email it to **tradeshow@milb.com**.

** Applications will not be accepted without valid proof of insurance. A Certificate of Insurance can be mailed or faxed along with exhibit space applications. If your company does not currently have General Liability Insurance coverage, you can purchase coverage on the Booth Space Application as outlined on page 8.*

BOOTH RATE CHART

BOOTH DIMENSIONS**	RECEIVED BY 9/1/09 \$16.00/SQ. FT.	RECEIVED AFTER 9/1/09 \$19.00/SQ. FT.
10' x 10'	\$1,600	\$1,900
10' x 20'	\$3,200	\$3,800
10' x 30'	\$4,800	\$5,700
10' x 40'	\$6,400	\$7,600
10' x 80'	\$12,800	\$15,200
20' x 20'	\$6,400	\$7,600
20' x 30'	\$9,600	\$11,400
20' x 40'	\$12,800	\$15,200
20' x 50'	\$16,000	\$19,000
20' x 80'	\$25,600	\$30,400

** Does not denote every size booth available. If you do not see the size booth you need, please ask.

BOOTH LOCATION

Booth location is assigned according to a priority point system. Exhibitors earn priority points based on such factors as booth size, date of application, sponsorship and advertising commitments and participation in previous Minor League Baseball Promotional Seminars and Baseball Trade Shows. In the event two exhibitors have equal priority points, the exhibitor who has exhibited the longest and/or whose application was received the earliest will be assigned space first.

PRIORITY POINT SYSTEM

- 150 points Grand Slam Sponsorship Level (Greater than \$25,000 sponsorship)
- 125 points Home Run Sponsorship Level (\$15,000 - \$25,000)
- 100 points Triple Play Sponsorship Level (\$10,000 up to \$15,000)
- 75 points Double Play Sponsorship Level (Under \$10,000)
- 40 points Advertisers in the Buyer's Guide (Custom Listings do not qualify)
- 20 points Gift Bag Participation
- 15 points Applications received by June 1, 2009
- 10 points Major or Minor League Baseball National Licensees (each, booth location in Licensee area)
- 10 points Application received by July 1, 2009 (but after June 1, 2009)
- 10 points Ten or more consecutive years of exhibiting
- 5 points Application received by August 1, 2009 (but after July 1, 2009)
- 5 points Five or more years of exhibiting
- 2 points For each year of exhibiting
- 1/4 point Each square foot of exhibit space

EXHIBITOR TIP

REGISTER EARLY TO INCREASE YOUR PRIORITY POINTS

PART 1 – COMPANY INFORMATION

Company Name _____

First Name _____

Last Name _____

Physical Street Address / Mailing Address (if different) _____

City _____

State _____

Zip _____

Phone _____

Fax _____

Email (Required) _____

Website _____

PART 2 – BACKGROUND INFORMATIONHas your company previously exhibited at the Baseball Trade Show? No Yes

If Yes, how many years? _____ If No, how did you hear about us? _____

Do you or anyone in your company participating at the Baseball Trade Show have special needs as addressed by the Americans with Disabilities Act? No Yes**PART 3 – BOOTH SPACE INFORMATION**Requested Booth Dimensions: _____ x _____ = _____ sq. ft.
(minimum booth size is 10' x 10' = 100 sq. ft.)Rate: @ \$16.00 sq. ft. = \$ _____ OR @ \$19.00 sq. ft. = \$ _____
(by September 1, 2009) (after September 1, 2009)Aisle Corner Requested: (Add \$300.00 to booth rate) No Yes

Total Booth Rate: \$ _____

Booth Location Preferences: Please select three (3) booth location preferences* (See Floor Plan on page 6). Please note National Licensee and Sponsor Sections. For booths larger than a 10x10 space, please combine multiple 10x10 spaces for your selection (i.e.: booth 534/536 = 10x20).** Your selection here does not guarantee placement. If your priority points allow placement in one of these locations, Show Management will make reasonable efforts to place you there. Booth Selection after September 1st is invalid. Corner selections made require an additional \$300 fee.***PART 4 – INSURANCE** (Check one) My company has **General Liability Insurance** and I have provided it with this application (See below and Page 11 for Insurance Requirements). My company does not have **General Liability Insurance** and I need to purchase Insurance coverage for this show. Please include \$160 fee with this application (Part 6) and General Liability Insurance coverage for the show will be provided for your company.**PART 5 – AGREEMENT**By signing below you and your business acknowledge and agree to all rules and regulations as outlined on page 10-11 and contained in the Exhibitor Service Kit, including the Indiana Convention Center exhibit and function space rules, as they exist now or may be revised from time to time. Please note: Each exhibitor must carry a comprehensive general commercial liability policy in the amount of at least one million dollars (\$1,000,000) and must name "The National Association of Professional Baseball Leagues, Inc., Professional Baseball Promotion Corporation, the Capital Improvement Board of Managers of Marion County, Indiana, their officers, directors, board, agents and employees" as additional insureds on the policy. **EXHIBITORS MUST PROVIDE A VALID CERTIFICATE OF INSURANCE NAMING THE ABOVE ADDITIONAL INSURED ALONG WITH THIS APPLICATION OR PURCHASE SUCH INSURANCE THROUGH THIS APPLICATION by providing an additional \$160 for the show coverage.** Please make a copy of this application for your records. By signing below you represent and warrant that you have the legal authority to bind the company named in this Application.

Applicant Signature _____

Title _____

Date Signed _____

APPLICATIONS CANNOT BE ACCEPTED WITHOUT PROOF OF INSURANCE OR INSURANCE PURCHASE**Return with Payment to:**Baseball Trade Show (Check payment)
P.O. Box A
St. Petersburg, FL 33731

or Overnight to:

Baseball Trade Show (Check payment)
9550 16th Street North
St. Petersburg, FL 33716-4217FAX: 727-683-9865 (Credit Card
payment only)**Register Online at baseballtradeshow.com****PART 6 – PAYMENT INFORMATION**

Booth Fees (from Part 3) = \$ _____

Insurance Fees (from Part 4) = \$ _____

Advertising Fee (from Part 8) = \$ _____

TOTAL DUE = \$ _____

(Please Circle One)

Check / Money Order VISA MasterCard

Credit Card Payment (AMEX is NOT accepted):

Credit Card Number _____

Exp. Date _____

Authorized Signature _____

Print Name _____

Check/Money Order Payment (Please make checks payable to Baseball Trade Show - Checks are preferred payment option)

Check or Money Order # _____

In the Amount of: \$ _____

Payment here is for Booth Space, Insurance, Advertising and/or a Custom listing. For Sponsorship pricing and securement please contact 866-926-6452 or email tradeshow@milb.com for more information.

PART 7 – PRODUCT CATEGORIES (PAGE 2 OF APPLICATION)

The information provided below is for the 2009 Baseball Trade Show Buyer's Guide. A Company Listing in the Buyer's Guide is FREE with your booth package. Please type or print clearly. Your listing will print as specified below. Please fill out company information below if it is different from the Company Information in Part 1 of this application. Exhibitors with a 10' x 20' booth space or larger will have their company name printed on the fold-out floorplan map; in addition exhibitors with a 20' x 20' or larger will have their logo printed on the map (Separate from a Custom Listing).

Company Name _____ Contact Name _____

Address _____ City _____ State _____ Zip _____

Email _____ Website _____ Phone _____

(SELECT UP TO 5 – ONLY THE FIRST 5 SELECTIONS WILL BE LISTED)

- | | | | | |
|--|--|---|--|---|
| <input type="checkbox"/> Accessories | <input type="checkbox"/> Computer Services | <input type="checkbox"/> Furniture | <input type="checkbox"/> Playing Equipment | <input type="checkbox"/> Stadium Equipment |
| <input type="checkbox"/> Apparel | <input type="checkbox"/> Concession Operations | <input type="checkbox"/> Gift Items | <input type="checkbox"/> Point-of-Sale Terminals | <input type="checkbox"/> Stadium Seating |
| <input type="checkbox"/> Athletic Training | <input type="checkbox"/> Cupholders | <input type="checkbox"/> Gloves | <input type="checkbox"/> Photographs/Photos | <input type="checkbox"/> Teaching Aids |
| <input type="checkbox"/> Baby/Youth Products | <input type="checkbox"/> Custom Carts | <input type="checkbox"/> Graphic Design | <input type="checkbox"/> Pitching Machines | <input type="checkbox"/> Team Uniforms |
| <input type="checkbox"/> Backstops | <input type="checkbox"/> Display Cases | <input type="checkbox"/> Imprinted Sportswear | <input type="checkbox"/> Premium/Giveaway Items | <input type="checkbox"/> Ticketing Software/
Systems |
| <input type="checkbox"/> Bags & Luggage | <input type="checkbox"/> Educational Program | <input type="checkbox"/> Inflatables | <input type="checkbox"/> Printing | <input type="checkbox"/> Tickets |
| <input type="checkbox"/> Baseballs | <input type="checkbox"/> Embroidery | <input type="checkbox"/> Insurance | <input type="checkbox"/> Promotions | <input type="checkbox"/> Trading Cards |
| <input type="checkbox"/> Bats | <input type="checkbox"/> Employment | <input type="checkbox"/> Internet Services | <input type="checkbox"/> Protective Devices | <input type="checkbox"/> Travel/Hotels |
| <input type="checkbox"/> Batting Cages | <input type="checkbox"/> Entertainment | <input type="checkbox"/> Jewelry | <input type="checkbox"/> Publications | <input type="checkbox"/> Trophies/Awards |
| <input type="checkbox"/> Batting Gloves | <input type="checkbox"/> Fence/Fence Padding | <input type="checkbox"/> Leisure Products | <input type="checkbox"/> Radar Equipment | <input type="checkbox"/> Turf/Turf Services |
| <input type="checkbox"/> Beverage Containers | <input type="checkbox"/> Field Covers | <input type="checkbox"/> Lighting (Stadium) | <input type="checkbox"/> Signage | <input type="checkbox"/> Under Garments |
| <input type="checkbox"/> Caps/Headwear | <input type="checkbox"/> Field Equipment | <input type="checkbox"/> Marketing Services | <input type="checkbox"/> Softball Equipment | <input type="checkbox"/> Video/Audio Services |
| <input type="checkbox"/> Catching Equipment | <input type="checkbox"/> Fireworks Displays | <input type="checkbox"/> Mascots | <input type="checkbox"/> Souvenirs | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Cleaning Supplies | <input type="checkbox"/> Flooring | <input type="checkbox"/> Netting/Posts | <input type="checkbox"/> Sports Medicine | _____ |
| <input type="checkbox"/> Communications | <input type="checkbox"/> Food & Beverage | <input type="checkbox"/> Outdoor Products | <input type="checkbox"/> Stadium Architects | _____ |

Which category, checked above, do you consider your **PRIMARY CATEGORY**? _____

Check here if you are a National Licensee for: _____ Minor League Baseball _____ Major League Baseball

PART 8 – ADVERTISING RESERVATION INFORMATION

Display advertising is available in the 2009 Buyer's Guide. Check the desired ad size and/or custom listing below and reserve your ad placement today. Availability is limited. Ad Space Reservations will not be accepted after October 9, 2009.

ADVERTISEMENT	DIMENSIONS	RATES
BUYER'S GUIDE ADVERTISING (CHECK ONE)		
FULL COLOR		
<input type="checkbox"/> Trade Show Map Flap*	11 1/4" W x 9" H	\$3,000
<input type="checkbox"/> Inside Front or Back Cover*	4" W x 9" H	\$2,000
<input type="checkbox"/> Full Page	4" W x 9" H	\$1,500
<input type="checkbox"/> Half Page	3 1/2" W x 4 1/4" H	\$1,000
BLACK & WHITE		
<input type="checkbox"/> Full Page	3 1/2" W x 8 1/2" H	\$1,000
<input type="checkbox"/> Half Page	3 1/2" W x 4 1/4" H	\$750
<input type="checkbox"/> CUSTOM LISTING** (add logo and/or slogan to basic listing)		\$200
* Call for Availability - (866) 926-6452		
** Custom Listing does NOT count as Advertisement in Buyer's Guide for increased Priority Points (See Sample Custom Listing to right)		

CUSTOM & BASIC LISTING EXAMPLES

Basic Listing is FREE and does not include a logo - Custom Listing includes a company logo or tagline (Basic Listing is Included with Exhibit Package)

Minor League Baseball
 P.O. Box A, St. Petersburg, FL 33731
 (727) 822-6937
tradeshows@milb.com
baseballtradeshows.com



Final artwork specs will be sent after application is received.

Ad Reservation and artwork Deadline is October 9, 2009. All advertisers must provide appropriately sized camera-ready artwork. Artwork provided on disk must be accompanied by a hard copy for verification.

Cancellation of Buyer's Guide advertising will not be accepted after October 9, 2009. Failure to provide artwork and/or payment will result in exclusion of company's advertisement without refund.

Advertisements will not be reserved unless payment accompanies this application.

1. PURPOSE.

The Baseball Trade Show is organized by Professional Baseball Promotion Corporation (“Organizer”), a subsidiary of the National Association of Professional Baseball Leagues, Inc. (“NAPBL” or “Minor League Baseball”). The purpose of the Baseball Trade Show is to compliment the Baseball Winter Meetings by allowing individuals and businesses (“exhibitors”) to display and demonstrate products and services that support the baseball industry for leagues, clubs and other representatives of Major and Minor League Baseball.

2. ELIGIBILITY.

The Baseball Trade Show exhibit area is open to all companies whose products or services relate to or are used by the baseball industry. Organizer reserves the right in its sole discretion to reject any application for exhibit space including, without limitation, those submitted by applicants whose product or service organizer believes are not suitable for the Baseball Trade Show.

3. ATTENDANCE.

The Baseball Trade Show is NOT open to the general public. Each exhibiting company will receive three (3) name badges per 100 square feet of exhibit space. Exhibitor name badges are to be used by exhibiting company personnel only. Additional name badges can be purchased for company personnel for \$50 each.

4. LOGOS & TRADEMARKS.

Only exhibitors who possess an appropriate license may use the logo or trademark of a Minor League Baseball or Major League Baseball organization. Failure to possess a license may result in the seizure of infringing goods and materials. The Baseball Trade Show and Baseball Winter Meetings logo and trademark may be used in association with the exhibitor’s products and/or services. A one time license for use of the 2009 Baseball Winter Meetings logos on promotional products must be applied for. There is no fee for this license. Please contact Organizer to have a Promotional Giveaway Form faxed to you.

5. MUSIC, PHOTOGRAPHS & COPYRIGHTED MATERIAL.

Each exhibitor is solely responsible for obtaining any necessary licenses and permits to use music, photographs or other copyrighted, trademarked or proprietary material in the exhibitor’s booth or display.

6. PAYMENT, CANCELLATION & REFUND.

Payment is due in full with application. Exhibitor agrees that should exhibitor fail to pay all or any part of the applicable trade show fees and/or other consideration, then Exhibitor shall indemnify NAPBL and Organizer for all costs including, but not limited to, court costs and reasonable attorney’s fees incurred by NAPBL and Organizer in collecting such unpaid consideration.

All notices of cancellation must be received in writing. If exhibitor’s written notice of cancellation is received prior to September 1, 2009, Organizer will retain twenty-five percent (25%) of the total exhibit space fee as liquidated damages and refund the remainder. If exhibitor’s written notice of cancellation is received after September 1, 2009, but prior to November 1, 2009, Organizer will retain fifty percent (50%) of the total exhibit space fee as liquidated damages and refund the remainder. If exhibitor’s written notice of cancellation is received after November 1, 2009, but prior to November 20, 2009, Organizer will retain seventy-five percent (75%) of the total exhibit space fee as liquidated damages and refund the remainder. If exhibitor’s written notice of cancellation is received after November 20, 2009, exhibitor forfeits entire exhibit space fee as liquidated damages. Upon receipt of exhibitor’s written notice of cancellation, Organizer may reassign the canceled space without obligation to the exhibitor. Receipt of an exhibit space application, or negotiation of the applicable exhibit space fee payment instrument does not constitute an acceptance of an application. If an application is rejected, Organizer will refund the total exhibit space fee to the applicant.

7. SUBLETTING OF EXHIBIT SPACE.

Exhibitor may NOT assign, sublet or apportion to any other entity or individual all or any part of the exhibit space allocated and may not advertise or display goods or services other than those produced or sold by exhibitor in the regular course of business.

8. INSTALLATION & DISMANTLING OF EXHIBITS.

Exhibitor agrees to the following rules regarding the installing and dismantling of its exhibit:

A. INSTALLATION. If the installation of any exhibit (i) has not started by noon Monday, December 7, 2009 or (ii) appears it will not be completed by 3:00pm, Monday, December 7, 2009, Organizer may (a) order the exhibit to be installed or (b) deem the exhibitor to have canceled its reservation of exhibit space. If the exhibit is ordered to be installed, the exhibitor will be billed for and be responsible to pay all costs and expenses associated with such installation. If the exhibitor is deemed to have canceled its reservation of exhibit space, the exhibitor forfeits the entire space fee as liquidated damages and Organizer may reassign the exhibit space without any obligation to the exhibitor. All exhibits must be fully operational by 3:00pm, Monday, December 7, 2009. After this time, no installation work will be permitted without special permission from Organizer. Please refer to the Exhibitor Service Kit for more information on exhibitor installation and Indiana labor laws.

B. DISMANTLING. Early dismantling of exhibits is prohibited. Any exhibitor dismantling its exhibit prior to 5:00pm, Wednesday, December 9, 2009, will be penalized with respect to future Baseball Trade Shows. Specific penalties will include deductions in priority points or ineligibility to exhibit at future shows. Dismantling of all exhibits must be completed prior to 12:00pm, Thursday, December 10, 2009. If the dismantling of any exhibit (i) has not started by 10:00am, Thursday, December 10, 2009 or (ii) appears like it will not be completed by 12:00pm, Thursday, December 10, 2009, then Organizer may order the exhibit to be dismantled. In such event, exhibitor will be billed for and be responsible to pay all costs and expenses associated therewith.

Exhibitor must adhere to all local union guidelines during the exposition.

C. VENDOR SERVICES. Organizer will forward an Exhibitor Service Kit via email to each registered exhibitor. The Exhibitor Service Kit will list the names, addresses and phone numbers of the official service vendors that will be available to provide various services to exhibitors including, without limitation, exhibit installation and dismantling services.

Exhibitors are responsible for communicating with, supervising and compensating the official vendors for their services.

9. BOOTHS & EXHIBIT SPACE.

A. BOOTH ACCESSIBILITY. All exhibitors must comply with Title III of the Americans With Disabilities Act (ADA). Exhibitor (i) warrants and represents that its exhibit at the Baseball Trade Show will be accessible to all individuals in accordance with the ADA and (ii) agrees that any alleged violation of the ADA or comparable state law will be an “Indemnified Event” for which Exhibitor agrees to provide indemnification as set forth in Section 13.

B. BOOTH FLOOR PLAN, CONSTRUCTION & ARRANGEMENT.

(i) General. No portion of any exhibit may extend beyond the assigned exhibit space.

The placement of equipment must be done to avoid blocking the visibility of neighboring exhibitors. All exposed parts of a display must be finished so as not to appear unsightly or objectionable. All exhibit fixtures, especially portable or “pop-up” booths, must be erected in a manner to withstand normal contact or vibration due to outside forces such as the movement of fork lifts, heavy machinery or equipment, and contact by attendees, cleaners, laborers, neighboring exhibitors, other exhibitors or other persons. The use of shelves or racks for product or literature display should be used with fixtures designed to support such loading.

(ii) Storage of Excess Literature & Product. The storage of excess literature, product or packing materials and cases behind the exhibit space back drape is strictly prohibited. A limited supply of literature and/or product may be stored within the booth area so long as these materials do not block access to the utility service or appear unsightly from the aisle.

(iii) Floor Plan. All dimensions and locations on the floor plan are believed, but not warranted, to be accurate. Organizer reserves the right to make modifications as it deemed necessary in Organizer’s sole discretion.

(iv) In-Line (Standard) Booth. In-line (standard) booths are booths with an aisle on one (1) side and other display space on three (3) sides. All exhibit fixtures, components, identification signs and other exhibit materials in the front half of the booth are restricted to a maximum height of four feet (4’) and in the back half of the booth eight feet three inches (8’3”).

(v) Perimeter Booth. Perimeter booths are booths with an aisle on one (1) side, other exhibitors on two (2) sides, which are located on the outside perimeter of the exhibition area located on the remaining side. All exhibit fixtures, components, identification signs and other display materials in the front half of the booth are restricted to a maximum height of four feet (4’) and in the back half of the booth are restricted to a maximum height of sixteen feet (16’).

(vi) Peninsula Booth. Peninsula booths are booths with aisles on three (3) sides. All exhibit fixtures, identification signs and other display materials within ten feet (10’) of an adjoining booth and within five feet (5’) of an aisle are restricted to a maximum height of four feet (4’). All exhibit fixtures, components, identification signs and other display materials farther than ten feet (10’) from an adjoining booth and farther than five feet (5’) from an aisle are restricted to a maximum height of eight feet three inches (8’3”).

(vii) Island Booth. An island booth is a booth with aisles on four sides. All exhibit fixtures, components, identification signs and other display materials are restricted to a maximum height of sixteen feet (16’).

(viii) Canopies, False Ceilings & Umbrellas. Canopies, false ceilings and umbrellas will be permitted to a height that corresponds to the height regulation for the type of booth space allocated. For example, no part of a canopy for an in-line (standard) booth may exceed eight feet three inches (8’3”). Canopies and false ceilings may extend out to the aisle line and up to the booth line on each side of an exhibitor’s booth space provided that support structures do not exceed three inches (3”) in width when placed (i) within ten feet (10’) of an adjoining exhibit or (ii) within five feet (5’) of an aisle (since adjoining exhibitors are entitled to the same reasonable sight line from the aisles as they would expect if they were adjacent to an exhibitor without a canopy or false ceiling). Exhibitors installing a canopy or false ceiling shall be responsible for checking and ensuring that the canopy or false ceiling meets or exceeds all applicable codes, rules, regulations and ordinances (e.g., fire code, safety code, building code). Any part of an exhibit that fails to meet all such codes, rules, regulations and ordinances will be either modified or removed. Exhibitor will be solely responsible for the costs and expenses of such modification or removal.

(ix) Towers. A tower is a free standing exhibit component separate from the main exhibit fixture and is used for identification and display purposes. Towers will be permitted to a height that corresponds to the height regulations for the type of booth space allocated.

(x) Hanging Signs. All hanging signs must be approved in advance by Organizer and coordinated with Champion Exposition Services to hang the sign.

Any part of an exhibit that fails to meet all such codes, rules and regulations and ordinances will be modified or removed so that the exhibit meets all such requirements. Exhibitor will be solely responsible for the costs and expenses of such modification or removal.

(xi) Acceptability of Booth Design & Demonstrations. All exhibits must be designed and operated in a manner that is acceptable to Organizer. Organizer reserves the right to require immediate withdrawal, expulsion or cessation of any conduct the Organizer deems unacceptable. Product and service sampling are acceptable within exhibitor’s booth space so as not to interfere with attendee traffic in the aisles. Exhibitors are not permitted to hand out, distribute or display their product, services or hand out material at any site at the Baseball Trade Show or Baseball Winter Meetings, other than the Exhibitor’s own booth without prior approval from Organizer. Violations include, but are not limited to, placing brochures on display tables, handing out material at the trade show entrance, mascot and entertainment acts performing in the aisles or in open areas or promotional items being distributed around the Exhibit Hall, other than at the Exhibitor’s own booth. Noise levels from demonstrations, sound systems and other devices must not interfere with others. Organizer may limit the use of any sound, light or other device by exhibitor.

(xii) Food and Beverage Sampling. Food and Beverage sampling is allowed. A Sampling Form (provided in the Exhibitor Service Kit) must first be filled out with the Indiana Convention Center and Centerplate, the exclusive caterer at the facility. Additionally, exhibitor sampling food or beverage must comply with the Marion County Health Department guidelines for

sampling food or beverages. Please see the Exhibitor Service Kit for more information.

(xiii) Care of Exhibit Space. The exhibitor must, at exhibitor's sole cost and expense, maintain the booth space and exhibit in a neat, clean, orderly and safe manner. Each exhibitor must provide a representative at all times within the exhibit space during the open hours.

(xiv) No Suitcasing. Any attendee who is observed to be soliciting business in the aisles or other public spaces, in another company's booth or in violation of any portion of the Baseball Trade Show Exhibition Policy, will be asked to leave immediately and may be banned from future shows.

10. IDENTIFICATION & SECURITY.

All exhibitor personnel must wear an official Baseball Trade Show name badge whenever they are on the exhibition floor (regardless of whether the 2009 Baseball Trade Show is open to attendees or not). Anyone not wearing an identification badge will be prohibited from entering or be asked to leave the premises. To ensure maximum-security precaution, after-hours work will not be permitted in the exhibit hall. Exhibitors must take provisions for safeguarding their goods, materials, equipment and displays. Although Organizer will provide 24-hour perimeter security throughout the Baseball Trade Show exhibition period, (including installation and dismantling periods), the furnishing of such service shall not be construed as an assumption of any obligation or duty by either Organizer or the Indiana Convention Center with respect to the protection of exhibitor's property (or other property located within exhibitor's booth), which shall always be deemed to remain in the sole possession and custody of exhibitor. Under no circumstances will either Organizer, NAPBL or the Indiana Convention Center or any person or entity related to them, be held responsible for any lost, damaged or stolen property.

11. SALE OF GOODS & SERVICES.

Exhibitor is solely responsible for (i) obtaining any licenses, permits or approvals required under local or state law applicable to its activity at the Baseball Trade Show, (ii) for obtaining any tax identification numbers, and (iii) for paying all taxes, license fees or other charges that shall become due to any governmental authority in connection herewith. All sales that be conducted within the confines of the booth and comply with all applicable federal, state, and local laws and regulations.

12. FIRE & SAFETY REGULATIONS.

All fire and safety regulations will be strictly enforced. Each exhibitor assumes responsibility for compliance with such regulations. All decorations and booth equipment must be fire resistant and electrical wiring must meet all safety requirements of the official service contractor. Affidavits attesting to compliance with Fire Department regulations must be submitted upon request. Combustible material shall not be stored in the Indiana Convention Center or exhibit area.

All product demonstrations involving any moving and potentially hazardous machines, displays or parts (e.g. batting machines) must have hazard barriers to prevent accidental injury to attendees or other exhibitors. Demonstrations must always be supervised by exhibitor personnel who can stop the demonstration in the event of an emergency.

13. LIABILITY.

EXHIBITOR ASSUMES ALL RISK AND RESPONSIBILITY RELATED TO ITS ATTENDANCE AT THE BASEBALL TRADE SHOW. EXHIBITOR AGREES THAT ORGANIZER, NAPBL, INDIANA CONVENTION CENTER, AND THE CAPITAL IMPROVEMENT BOARD OF MANAGERS OF MARION COUNTY, INDIANA AND ALL OF THEIR RESPECTIVE SHAREHOLDERS, MEMBERS, PARTNERS, SUBSIDIARIES, PARENTS, AFFILIATED ENTITIES, DIRECTORS, OFFICERS, EMPLOYEES, REPRESENTATIVES, AGENTS, CONTRACTORS, SUBCONTRACTORS AND ATTORNEYS SHALL NOT BE LIABLE TO ANY ENTITY OR INDIVIDUAL FOR ANY CLAIMS, SUITS, CAUSES OF ACTION, LOSS, DAMAGE, COSTS, EXPENSES (INCLUDING ATTORNEY FEES), OR INJURY ARISING OUT OF OR RELATING TO (I) THE EXHIBIT OR PROPERTY OF EXHIBITOR, (II) ANY USE OF THE EXHIBIT BOOTH SPACE BY EXHIBITOR OR ANY OF EXHIBITOR'S OFFICERS, EMPLOYEES, REPRESENTATIVES, GUESTS, AGENTS OR INDEPENDENT CONTRACTORS (III) ANY NEGLIGENCE, INTENTIONAL OR OTHER ACT OR OMISSION OF EXHIBITOR OR ANY OF EXHIBITOR'S OFFICERS, EMPLOYEES, REPRESENTATIVES, GUESTS, AGENTS OR INDEPENDENT CONTRACTORS, (IV) ANY VIOLATION OF LAW, CODE, REGULATION, ORDINANCE, INSTRUCTION, GUIDELINE OR OTHER RULE, INCLUDING, WITHOUT LIMITATION, THESE RULES, BY EXHIBITOR OR ANY OF EXHIBITOR'S OFFICERS, EMPLOYEES, REPRESENTATIVES, GUESTS, AGENTS OR INDEPENDENT CONTRACTORS OR (V) ANY ACTUAL OR CLAIMED INFRINGEMENT OF ANY COPYRIGHT, TRADEMARK, PATENT, TRADE SECRET OR PRIVILEGES BY EXHIBITOR OR ANY OF EXHIBITOR'S OFFICERS, EMPLOYEES, REPRESENTATIVES, GUESTS, AGENTS OR INDEPENDENT CONTRACTORS OR (VI) ANY PRODUCT OR SERVICE OF EXHIBITOR. SUBPARAGRAPHS (I) THROUGH (VI), ABOVE, ARE HEREINAFTER REFERRED TO AS AN "INDEMNIFIED EVENT."

14. INDEMNIFICATION.

EXHIBITOR AGREES TO INDEMNIFY AND HOLD HARMLESS ORGANIZER, NAPBL, INDIANA CONVENTION CENTER, THE CAPITAL IMPROVEMENT BOARD OF MANAGERS OF MARION COUNTY, INDIANA AND THEIR RESPECTIVE SHAREHOLDERS, MEMBERS, PARTNERS, SUBSIDIARIES, PARENTS, AFFILIATED ENTITIES, DIRECTORS, OFFICERS, EMPLOYEES, REPRESENTATIVES, AGENTS, CONTRACTORS, SUBCONTRACTORS AND ATTORNEYS FROM ANY AND ALL CLAIMS, THREATS, DAMAGES, INJURY, LOSSES, LIABILITY, SUITS, ACTIONS, DEMANDS, JUDGMENTS, PROCEEDINGS (WHETHER LEGAL, EQUITABLE, ADMINISTRATIVE, OR OTHERWISE), COSTS AND EXPENSES (INCLUDING WITHOUT LIMITATION REASONABLE ATTORNEYS' FEES AND EXPENSES) RELATING TO OR ARISING FROM AN INDEMNIFIED EVENT.

15. INSURANCE.

Each exhibitor must carry a comprehensive general commercial liability policy in the amount of at least one million dollars (\$1,000,000). Insurance policy is due with application. Each insurance policy required by these rules shall contain the following provisions:

- This insurance policy shall not be cancelled before December 10, 2009 or until after thirty (30) days prior written notice has been given to General Counsel, Minor League Baseball, PO Box A, St. Petersburg, FL 33731.
- It is agreed that any insurance maintained by National Association of Professional Baseball Leagues, Inc., Professional Baseball Promotion Corporation and the Indiana Convention Center shall apply in excess of and not contribute with coverage provided by this policy.

Each Exhibitor must add these additional insureds to its policy:

The National Association of Professional Baseball Leagues, Inc., Professional Baseball Promotion Corporation, the Capital Improvement Board of Managers of Marion County, Indiana, their officers, directors, board, agents and employees

- Certificate holder on the policy shall be: Minor League Baseball
9550 16th Street North
St. Petersburg, FL 33716
- Exhibitors who do not currently have company general commercial liability insurance can purchase coverage through Minor League Baseball for a fee of \$160. Insurance will cover your participation during the Baseball Trade Show - December 6 - 10, 2009. Please fill out Part 4 of the Booth Space Application and include \$160 with your payment.
- Exhibitors must provide the Baseball Trade Show with a Certificate of Insurance evidencing such coverage accompanied with the Baseball Trade Show exhibit booth application or purchase insurance coverage through the booth space application. Booth applications will not be processed until such insurance is received. Failure to provide evidence of insurance coverage will result in Exhibitor losing the ability to exhibit and forfeiture of any deposit as decided by the Baseball Trade Show in its sole discretion. If your current insurance policy expires before the show dates, please send current policy with this application and submit a new policy when it renews. (See certificate sample policy below).

CERTIFICATE OF INSURANCE					Issue Date: 09/26/09	Issue No: 17109
PRODUCER XYZ Insurance Group, Inc. 1111 Any Street PO Box 2222 Any Town, IN 33333			THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND DOES NOT REPRESENT THE POLICY OR THE COVERAGE PROVIDED BY THE POLICY. IT DOES NOT ALTER, EXTEND OR ALTER THE COVERAGE PROVIDED BY THE POLICY.			
INSURED YOUR COMPANY NAME (Exhibitor Company name needs to be on certificate) Your Address City, State Zip			COMPANIES AFFORDING COVERAGE COMPANY LETTER: A COMPANY LETTER: B COMPANY LETTER: C			
THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN REVIEWED TO THE EXTENT KNOWN ABOUT FOR THE POLICY PERIOD INDICATED, WITHIN THE LIMITS AND EXCLUSIONS OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN. THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES (WHICH ARE KNOWN TO HAVE BEEN REVIEWED BY PAID CLAIMS).						
CO	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE	POLICY EXPIRES	LIMITS (DOLLARS)	
A	General Liability <input checked="" type="checkbox"/> Comprehensive General Liability <input type="checkbox"/> Glass Break & Theft <input type="checkbox"/> Damage to Contractors' Premises	W100000011200	at least 12/16/09	no earlier than 12/10/09	General Aggregate \$ 2,000,000 Products/Completed Operations \$ 1,000,000 Personal & Advertising Injury \$ 1,000,000 Contractual Obligations \$ 1,000,000 Medical Expenses (Per one person) \$ 50,000 Maximum per Occurrence \$ 500,000	
	Automobile Liability <input type="checkbox"/> Any Auto <input type="checkbox"/> Owned Autos <input type="checkbox"/> Scheduled Autos <input type="checkbox"/> Non-Owned Autos <input type="checkbox"/> Hired Autos <input type="checkbox"/> Garage Liability				Commercial Auto Liability \$ 500,000 Commercial Auto Liability \$ 500,000 Commercial Auto Liability \$ 500,000 Commercial Auto Liability \$ 500,000 Commercial Auto Liability \$ 500,000 Commercial Auto Liability \$ 500,000	
	Excess Liability <input type="checkbox"/> Other Than Umbrella Form				Excess Liability \$ 5,000,000 Excess Liability \$ 5,000,000	
	Workers' Compensation and Employers' Liability				Workers' Compensation \$ 1,000,000 Employers' Liability \$ 1,000,000	
	Participant Accident				Participant Accident \$ 1,000,000	
DESCRIPTION OF OPERATIONS/LOCATIONS/INDUSTRY/PRODUCTS/ITEMS: Additional Insured: The National Association of Professional Baseball Leagues, Inc., Professional Baseball Promotion Corporation, and the Capital Improvement Board of Managers of Marion County, Indiana, its officers, directors, board, agents and employees						
CERTIFICATE HOLDER Minor League Baseball 9550 16th Street North St. Petersburg, FL 33716-4217			CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE, HEREIN, THE ISSUING COMPANY WILL THEREAFTER MAKE THE DATE WRITTEN ABOVE TO THE CERTIFICATE POLICYHOLDER TO THE LEFT, BUT FAILURE TO MAKE SUCH NOTICE SHALL IMPROVE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE COMPANY, ITS AGENTS OR REPRESENTATIVES.			

16. ALCOHOLIC BEVERAGES.

Exhibitors may not sell, serve or otherwise distribute alcoholic beverages at the Baseball Trade Show without prior written approval of Organizer.

17. VIOLATIONS.

Exhibitor agrees to adhere to and abide by all applicable laws, codes, ordinances, terms, conditions, rules and regulations (including, without limitation, the rules and regulations outlined herein, in the Exhibitor Service Kit, and in the Indiana Convention Center rules and regulations as each may be supplemented or amended. The intent of these rules and regulations is to make the 2009 Baseball Trade Show a safe, enjoyable and productive event for attendees and exhibitors alike. Any violation of these rules and regulations by an exhibitor (or exhibitor's officers, employees, representatives, agents or independent contractors) may subject the exhibitor, at the option and discretion of Organizer, to punitive action, including, without limitation, (i) immediate expulsion of exhibitor or the offending individual, (ii) forfeiture of all moneys paid to Organizer, and (iii) loss of exhibiting privileges during the Baseball Trade Show and/or at future Baseball Trade Shows. Upon evidence of any violation, Organizer may re-enter and take possession of the booth space allocated to exhibitor, and Organizer may remove all persons and property therein at exhibitor's risk. The exhibitor shall pay and be responsible for all costs, expenses and damages resulting from the violations of these rules, including, without limitation, any costs or expenses associated with dismantling exhibitor's exhibit, cleaning up exhibitor's booth space, lost profits, and transportation and lodging expenses.

18. GENERAL.

All issues not covered by these rules and regulations are subject to the sole and absolute discretion of Organizer. These rules and regulations may be amended at any time by Organizer, and all amendments thereto are binding on the parties affected by them upon notice thereof.

† "Survey Says" are quoted from the 2008 and 2009 Baseball Trade Show Attendee Surveys.