New Jersey Liquor Store Alliance
Holiday Package Tradeshow • October 17, 2012
NJ Convention & Exposition Center at Raritan Center, Edison

Program/Ad Journal Reservation Form

Office Use Only	
_____IMIS Entry	
_____CC Processed	_____Date
_____$ Amount	_____Check #
	_____Batch #

Exhibitor/Firm Name (exactly as it should appear in print):

_____

Contact Person:_____Phone:_____

Email:_____

Billing Address: _____

City/State/Zip_____

Company Phone:_____Company Fax_____

ADVERTISING OPTIONS

❑ **FULL Page Print Ad @ $200** (height -10" x width - 7.5") Total $ _____
❑ **HALF Page Print Ad @ $125** (height - 4.875" x width - 7.5") Total $ _____

Ad copy deadline is **September 21, 2012**. Ads MUST BE sent in electronic file format (eps, tiff, jpeg or pdf). Journal ads are copied in black and white. Send ad copy to Kelly Biddle at the NJLSA Office or to kbiddle@njpsi.com

Payment Information: **Total Amount Due $ _____**

❑ Please reserve my booth/display space; I will forward a check payment for the fees above $_____
❑ My check for payment is enclosed, for $_____
❑ Please charge my credit card ❑ Visa ❑ Master Card ❑ American Express

Name of the Credit Card Holder:_____

Name:_____Signiture:_____

Credit Card #: | | | | | | | | | | | | | | | | Credit Card Expiration Date:_____

If paying by credit card: Please provide the credit card billing address below:

Credit Card Billing Address:_____City/State/Zip:_____

I certify that we have read and understand the Show Requirements and Expo Center Rules and Regulations

Signature_____ Name (please print)_____

THIS FORM SERVES AS YOUR INVOICE. FULL PAYMENT MUST BE MADE BY OCTOBER 8, 2012. NO EXHIBITOR WILL BE ALLOW TO SET-UP ON THE DAY OF THE SHOW UNLESS FULL PAYMENT IS RECEIVED BY THE PAYMENT DEADLINE OF MONDAY, OCTOBER 8TH! PLEASE REMIT A COPY OF THIS BOOTH CONTRACT, ALONG WITH PAYMENT TO: NJLSA, 414 RIVER VIEW PLAZA • TRENTON, NJ 08611 • FAX: 609-393-9891

Cancellation/Refund Policy: Refunds for cancellation MUST BE received in writing prior to September 14, 2012. A non-refundable administrative fee of $100 will be deducted from the refund amount. Refunds cannot be granted after the stipulated date. **Counsel fee clause:** In the event that NJLSA is required to commence any legal action in order to enforce any of the terms of this Agreement, in the event that NJLSA prevails or enters into a favorable settlement of such action, in addition to any award made by the Court, NJLSA shall be entitled to and the Exhibitor shall pay to NJLSA its reasonable counsel fees, Court costs and other expenses incurred in pursing such action. **Choice of Forums Clause:** Any legal action by & between the parties to this Agreement shall be filed in the Superior Court of NJ, Mercer County.