

Manufacturers Mid-Way & Vendor Information

The 2011 Mopar Nationals will take place on August 12 - 14th, at National Trail Raceway. This year's event (*our 31st Annual*) should be a great year as the economy is showing signs of rebound. Last year's event was almost a complete sellout in both the Vendor Midway and Swap Meet Area. We can only suggest that you reserve your space early this year or possibly be left out! As with each year, we make every effort to renew space assignments, but with new displays and track improvements, etc., this may not be possible in all cases. **The Renewal Deadline date is June 15, 2011.** after this date space reservations will be taken on a first-come first served basis and we will start to backfill empty spaces.

The Midway will be located behind the main grandstands on the Pit Side. The General Swap Meet will be located in the North-East corner of the track on the Pit Side. The spaces are aligned in rows. Therefore, **your vehicle must fit within your vendor space or be parked in the Vendor Parking Lot** which is located just north of the swap meet at Gate H. Space preference will be given to past year participants and in order of applications received.

DATE OF EVENT - The 31st Annual Mopar Nationals will take place at National Trail Raceway, which is located just outside of Columbus, Ohio on August 12-14, 2011.

MANUFACTURER/VENDOR CONTRACT - Enclosed is a Manufacturer/Vendor Contract along with other important information on the event. Please read all documents and fill out the application legibly and completely. Return it along with your payment in **FULL**. Space assignment considerations will be based on those vendors which are sponsors and those that have participated in past years. Afterwards, space assignments will be made on a first-come, first-serve basis. Your timely return of the contract will assure you and your company the best possible placement. The General Swap Meet area will be positioned in the back portion of the track, while the Mid-Way will be located towards the front entrance of the race track.

TABLE, TENT & CHAIR RENTAL - The show is held outdoors. If you wish to rent any tables, tents, chairs etc., (Tents must be of the frame type to fit within your space dimensions) include your requirements with your vendor contract along with payment based on the enclosed rental pricing sheet. All rentals **MUST** go through Mopar Nationals, Inc. Some Midway spaces may require the use of water barrels to secure the tent rather than staking. This is at the renters' expense. NOTE: Vendors are liable for any missing rental equipment. **Due to problems with missing tables and chairs, vendors renting these items will be required to check out and check in their tables and chairs. Failure to do so will hold the vendor responsible if the rented items are missing.**

ACTIVITIES - Restoration, Technical Seminars and Demonstrations are encouraged by the vendors offering these services. If you company would like to participate or hold a Seminar, please contact us. Seminars can be scheduled at the race track as well as the area motels.

SET UP/TEAR DOWN - On Thursday, August 11, 2011 between 9:00 am and 6:00 pm we will allow vendors to set up before the event. **Trailers are to be set up on Thursday as Friday move-in WILL NOT be allowed until after the days activities are over. Vendors must park their daily transportation vehicles within their space or in the Lot A or H parking lots. No ATVs, motor-bikes, or golf carts are allowed in the Mid-Way area.** If you plan to have an ATV/Golf Cart on the grounds, please include a request for Permit & Registration paperwork with your contract. Absolutely NO ATVs, MOTOR BIKES, or CARTS in the CAR SHOW AREAS. For those requiring a Wednesday setup, this can be provided for an additional fee. Contact Mopar Nationals for cost, times and arrangements.

P.A. ANNOUNCEMENTS - Another **FREE** advertisement for your company when you register in the Midway!! Watch spectators flock to your booth every time your announcement is read! If you wish to send a short commercial (30 seconds or less) to be read over the Public Address System, please send it to Mopar Nats Headquarters. All announcements must be typed so they are legible or on a cassette tape or CD and must be received by **July 15, 2011**.

PRIZES - Another great way to gain exposure for your company and its products, is to participate in the prize drawings that will take place all weekend long. Manufacturers/Vendors may send door prizes to the shipping address below. Your name and the product will be announced over the PA System as the donor as well as your companies name will be listed at the Mopar Nationals Tent as a contributing sponsor.

RACE CARS IN THE MID-WAY - Cars participating in the drag racing competition must be parked/displayed in the designated pit area due to insurance regulations. **SHOW CARS IN THE MID-WAY** - Show/Display cars in the midway are permitted. However, they will not be allowed to move during show hours and they will not be judged if entered in the Show competition. Display cars must be parked within your space allocation, NOT in the aisle ways.

PERSONAL TRANSPORTATION VEHICLES - **All vehicles MUST be parked within your rented space.** There is NO parking in aisles or in Midway area. Violators will be towed. **This will be strictly enforced!**

APPAREL REGULATIONS - **NO VENDORS ARE ALLOWED TO SELL T-SHIRTS, HATS OR OTHER APPAREL IN THE GENERAL SWAP MEET AREA.** These items can only be sold in the Mid-Way. If you wish to sell any apparel in the mid-way, please note the following strictly enforced guidelines to avoid costly misunderstandings! **The sale of wearing apparel is limited to ONE shirt and ONE hat bearing ONLY your CORPORATE LOGO IDENTITY. The Corporate LOGO MUST BE THE DOMINANT VISUAL. NO EXCEPTIONS!!**

FOOD/BEVERAGE SALES: No food or beverage sales are allowed on the race track grounds.

SPONSORSHIP PROGRAMS - Mopar Nationals offers many different sponsorship programs for manufacturers and vendors to participate in. These programs are designed to allow vendors to achieve the maximum exposure to the Mopar enthusiasts. Contact us for a listing of some of the sponsorship programs that are available for this year's event as well as next year! Available sponsorship packages are on our web site or you can request them along with pricing through E-mail/US Mail at our address below.

SHIPPING DIRECTLY TO NTR - For those Mid-Way Vendors that want to ship items directly to the race track before or during the event, the track address is: National Trail Raceway, 2650 National Rd. SW, Hebron, Ohio 43025. Make sure you mark your boxes CLEARLY with your company name and the **2011 Mopar Nationals**. Track Phone number is 740-928-5706.

NOTE: Certain trademarks, copyrights of current and past logos are the sole property of Mopar Nationals, Inc., and can not be reproduced in any manner on any merchandise, souvenir item or apparel by anyone other than Mopar Nationals, Inc. Exclusive rights on the following words and phrases pertaining to the event are the sole property of Mopar Nationals, Inc., Mopar Nationals Corporation, Mopar Nationals, 2011 Mopar Nationals, Mopar Nationals North, South, East, West, II, Mopar Model Car Nationals, Chrysler Car Club Convention, Brice Road Cruise and any others that are or have been used by Mopar Nationals, Inc. Event logo rights are reserved by Mopar Nationals, Inc. No materials with the event name, location, date, or logo are allowed! Any infraction of this policy will be reason for immediate dismissal from the grounds and a suspension from future events. Violators will also be prosecuted under copyright/registered logo/trademark law.

####

We appreciate your cooperation and support. Should you have any questions, please feel free to call us at: (313) 278-2240.

A MOPAR NATIONALS, INC. EVENT

Mailing Address: P. O. Box 2303, Dearborn, MI 48123-2303

Shipping Address: 22300 Oxford Rd., Dearborn, MI 48124

2011 MOPAR NATIONALS

VENDOR RULES & REGULATIONS

The 31st Annual MOPAR NATIONALS will be held at National Trail Raceway, which is located just outside Columbus, Ohio on August 12-14, 2011 Over 3000 vehicles and 50,000 die-hard Mopar Enthusiasts will be in attendance. All are hard-core fanatics that are looking for your products. This year's event will again feature three big days! Be apart of the WORLD'S LARGEST ALL MOPAR EVENT! THE #1 Mopar Show for the Mopar Enthusiast! It's not just a Car Show . . . It's the 31st Annual Mopar Nationals!

- 1). Please read the following rules and regulations. ALL rules set are the format of this event; no allowances will be made. Any violation of these rules and regulations as set forth on this application can result in eviction or restriction and/or suspension from future events.
- 2). You are required to send a completed contract with fees and information specifying your complete product line. This will be used to help locate the vendors so no direct competition will exist next to one another. Space allocations will be made on a first come basis after the renewal deadline of June 15, 2011. Vendor agrees to truthfully represent their merchandise to buyers and follow through on mail orders or face expulsion from future events.
- 3). **NO selling of merchandise (Pictures, T-Shirts, Programs, Books, Emblems, etc.,) concerning features, celebrities, event name or logo, event dates or facsimile of Mopar Nationals will be allowed.**
- 4). Police and Security will patrol the grounds area, but it is the responsibility of each vendor to provide security for their own area. Mopar Nationals, Inc., NTR, Management or their Agents are not liable for loss or damage to your property or injuries to your person.
- 5). The vendors must honor all event concession rights. This means no sales of food or beverages.
- 6). **Absolutely no sub-contracting of your booth to another vendor.**
- 7). Your rental fee is for the space only!! You must provide or rent tables, chairs, stanchions or any other equipment you might require for your booth. Electric/Electrical hook-ups are available on a limited basis and an extra fee will be charged. **Generators can only be used with prior permission From Mopar Nationals, Inc.** Tents, chairs and tables are available for rental through Mopar Nationals Only (See prices on the back of Vendor Contract). Include your requirements with your completed Vendor Contract.
- 8). No booth is permitted to sell or display obscene materials of any type. Any objectionable material will be removed at once by event management. Event Management or their appointed representative has the final authority to determine the following: volume of any noise, brightness of any lights and tastefulness of any display and items sold. Items which are questionable should be shown to the event management or their appointed representative prior to the start of the event. No Signs or displays allowed in aisles, all materials must be within your space.
- 9). **NO ANIMALS OR PETS OF ANY KIND ARE ALLOWED IN THE NTR FACILITY!!**
- 10). All exhibits must be removed from the show area NO LATER than 9PM on the final day of the show.
- 11). Vendor agrees to leave their booth free of trash and to keep it neat during the event. Rubbish should be picked up daily and placed into trash containers located throughout the grounds. Empty boxes/containers/packing should be placed in the center aisles at the end of the day for pickup after the show closes to the public.
- 12). Any cancellation must be given thirty (30) days prior to the opening day of the show. Phone calls will be accepted by the show office only. A follow-up letter must be sent to confirm the cancellation. If you cancel less than the 30 days before the opening day, you will forfeit your full contract fee. There are NO REFUNDS for vendors who do not show up.
- 13). No soliciting will be allowed outside of your booth area!
- 14). **Vendor/Exhibitors will be allowed entry into the show area approximately one-hour prior to start time for each day. Vendor transportation vehicles must be parked within their space, otherwise they must be parked in the south lot or general parking. NO ATVs or golf carts are allowed in the Midway or Judged Show areas. NO EXCEPTIONS!!**
- 15). **THERE IS NO CAMPING OR STAYING ON GROUNDS AFTER SHOW HOURS - NO EXCEPTIONS!**
- 16). ASCP and BMI regulations make it necessary that all exhibitors (including commercial) are prohibited from playing mechanical music (this includes radios, tapes or discs) for advertising purposes at the show. Vendors are responsible for their fines or failure to comply.
- 17). Vendors are responsible for all City/State taxes and/or licenses that are required. Vendor agrees to obey all laws of the City of Kirkersville, State of Ohio.
- 18). **APPAREL REGULATIONS - NO VENDORS ARE ALLOWED TO SELL T-SHIRTS, HATS OR OTHER APPAREL IN THE GENERAL SWAP MEET AREA.** These items can only be sold in the Mid-Way. If you wish to sell any apparel in the mid-way, please note the following strictly enforced guidelines to avoid costly misunderstandings! The sale of wearing apparel is limited to ONE shirt and ONE hat bearing ONLY your CORPORATE LOGO IDENTITY. The Corporate LOGO MUST BE THE DOMINANT VISUAL. NO EXCEPTIONS!!
- 19). NO FOOD/BEVERAGE SALES are allowed on the race track grounds.
- 20). Rentals (Tent, Table, Chair, etc.,) are not guaranteed to be setup before 5 PM on Wednesday August 10, 2011. Also, you are responsible for lost or stolen rental equipment (tables, chairs, tent sides, etc.,)

VENDOR SET UP WILL BE AT YOUR PRE-ASSIGNED TIME!!
9:00 AM - 6:00 PM ON THURSDAY, AUGUST 11, 2011

SHOW TIMES
FRIDAY: 8 A.M. - 7 P.M.
SATURDAY: 8 A.M. - 6 P.M.
SUNDAY: 8 A.M. - 5 P.M.

Additional exhibitor three-day passes will be available for \$40.00 each. Space is assigned on a first-come, first-serve basis after the renewal date of June 15, 2011. Space assignment and tickets will be mailed out approximately 3-4 weeks prior to the event.

ALL SPACE RESERVATIONS MADE AFTER JULY 1, 2011 MUST BE PAID WITH A CERTIFIED CHECK OR MONEY ORDER.

2011 MOPAR NATIONALS MANUFACTURER/VENDOR CONTRACT

We, the undersigned, hereinafter referred to as Exhibitor, do hereby submit out application for the reservation of vendor space at the 2011 Mopar Nationals, subject to all terms, conditions and regulations governing the Mopar Nationals event and its production, including, but not limited to the terms set forth within these documents. Enclosed is our check/money order made payable to Mopar Nationals, Inc., in the amount designated below as payment in full for the reservation of booth space in our name.

Company Name _____ Contact E-Mail Address: _____

Street Address _____

City, State, Zip _____

Telephone () _____

Products to be sold/displayed at event _____

Will a Golf Cart/ATV be used by your company at the event? YES NO (Note: Permit required and limited access to areas of show)

Will T-Shirts or Wearables be sold? (Note: See Rules & Regulations on T-Shirts & Wearable sales) YES NO

Name of Contact that will be at event/Title _____

Number of personnel attending the event (Move-In tickets are required for all personnel, so accuracy is very important for credentials.

See the number of passes given/space size, additional passes are required to be purchased.

Number of Admission Tickets Req. _____ **Number of Car Window Decals Req.** _____

Signature _____ Title _____

I hereby acknowledge that I have read, and agree to the regulations established in this contract and in the copy of the Mopar Nationals Rules/Regulations. **Liability/Security:** Show management provides overnight security service for surveillance of the general premises. If products are not securely fastened to the display, they should be removed from the exhibit when it is not occupied. In no way is Mopar Nationals, Inc., NTR, or anyone associated with the production of the Mopar Nationals event, liable for loss or damage to the person or property of any vendor. This includes weather, acts of god, etc., Vendors are required to have insurance for their person/property.

ALL MIDWAY VENDOR SETUP MUST BE COMPLETED BY 6:00 P.M. THE DAY PRIOR TO THE EVENT

<p>GENERAL SWAP MEET RATES (Pre-Registered Prices) 10' Wide x 25' Deep \$95 each End of an Aisle Space 10x25 \$140 each (1 Admission Pass included with each space) _____ Number of Spaces TRANSPORTATION VEHICLE MUST FIT WITHIN YOUR SPACE SIZE. NO EXCEPTIONS! No Food, T-Shirt, Hats or Apparel sales allowed.</p>

<p>MOPAR MIDWAY RATES [] 20 x 20 \$425 (2 Passes) [] 20 x 40 \$625 (3 Passes) [] 20 x 60 \$785 (4 Passes) [] 20 x 80 \$950 (5 Passes) [] 18-Wheeler \$900 (5 Passes) Larger Spaces Available, Call for rates.</p>

<p>CAR CORRAL 10' x 20' \$95 ea. (1 Pass) _____ Quantity @ \$95 ea. Selling of Chrysler/AMC Vehicles Only. No Parts.</p>
--

ADDITIONAL 3-DAY PASSES ARE AVAILABLE FOR \$40 ea.

1) Add'l Pass Qty. \$ _____ 2) Space Rental Total \$ _____ 3) Tent/Table Rental Fee (Total from other side) \$ _____
Grand Total (Sum of 1,2&3) \$ _____

ALL SPACE RESERVATIONS MADE AFTER JULY 1, 2011, MUST BE PAID WITH A CERTIFIED CHECK OR MONEY ORDER ONLY! At least 60 days notice of cancellation prior to the event in writing is mandatory. Failure to do so will forfeit a percentage or all of the vendor fee. The percentage (50-100%) depends on the date of receipt of cancellation notice.

BOOTH LOCATION

Event management will cooperate with manufacturers/vendors in providing the best possible location, based on renewal and early reservation of space. Mopar Nationals, Inc., reserves the right to determine booth location, make alterations to the layout, and renewal does not guarantee the same space assignments.

TRADEMARKS/REGISTERED LOGOS/NAMES

Certain trademarks, copyrights of current and past logos are the sole property of Mopar Nationals, Inc., and can not be reproduced in any manner on any merchandise, souvenir item or apparel by anyone other than Mopar Nationals, Inc. Exclusive rights on the following words and phrases pertaining to the event are the sole property of Mopar Nationals, Inc., Mopar Nationals Corporation, Mopar Nationals, 2011 Mopar Nationals, Mopar Nationals North, South, East, West, II, Mopar Model Car Nationals, Chrysler Car Club Convention, Brice Road Cruise and any others that are or have been used by Mopar Nationals, Inc. Event logo rights are reserved by Mopar Nationals, Inc. No materials with the event name, location, date, or logo are allowed! Any infraction of this policy will be reason for immediate dismissal from the grounds and a suspension from future events. Violators will also be prosecuted under copyright/registered logo/trademark law.

ACCEPTANCE

This application becomes a contract if accepted by the Mopar Nationals management. You will receive a confirmation letter along with any additional instructions that may be necessary by return mail. (313) 278-2240 with any questions. Please fill out and mail this application along with your check/money order (US FUNDS) paid in full to Mopar Nationals, and mail to:

**Mopar Nationals Midway, P.O. Box 2303
Dearborn, MI. 48123-2303**

Office Use Only
Date Received _____ Space Size Requested _____ Payment Received \$ _____ Check/Money Order # _____
Space Numbers Assigned _____ # of Passes _____ Confirmed By: _____ Date _____

2011 MOPAR NATIONALS RENTALS

(PLEASE CIRCLE AND IDENTIFY QUANTITIES OF THE ITEMS YOU ARE REQUESTING TO RENT)

	SIZE	RENTAL COST
FRAME TENTS:	20 x 20 FRAME	\$350
	20 x 30 FRAME	\$480
	20 x 40 FRAME	\$625

The above size frame tents indicate the actual size of the area required. These tents are recommended for the Manufacturer Midway area due to their exact size dimensions. Larger sizes are also available, please inquire. *

Note: 30 foot depth is restricted for only certain areas.

POLE TENTS:	40 x 40 POLE	\$700
	40 x 60 POLE	\$950
	40 x 80 POLE	\$1200
	40 x 120 POLE	\$1600
	40 x 180 POLE	\$2400

A Pole Tent requires an additional 7 ft. area on all sides for the stakes and guyropes. Larger sizes are available in 20 ft. increments. **NOTE: Due to the additional size requirements, these pole tents can only be used in the Manufacturer Mid-Way areas if the size of the rented space area is capable of encompassing the size of the tent, or for display tents approved in advance by Mopar Nationals. Sides are included in price, but there will be an extra \$5 charge per 20ft side for putting them up. It is assumed the vendor will be putting up the sides for their tent(s) unless otherwise noted (written) on the contract. Note: Additional Water Barrel charges will apply to midway tents.**

TABLE	8 FT BANQUET	\$20/table
CHAIRS:	BROWN SAMSONITE	\$5.00/chair

Tables, Chairs, Tent sides and any other rented equipment not accounted for during Sunday night pickup will be charged at replacement cost to renter. You MUST check in your rented equipment at the close of the event and before leaving the grounds.

NOTE: Rental price is based on weekend length of the event. Setup on Thursday - tear down Sunday night. Additional time required will be charged by seven day rate.

1) Total of above Rental items: \$ _____

2) Tax & D.W. (6%) \$ _____

Multiple the above rental totals by 6% for State of Ohio Tax and Damage Wavier.

Grand Total (Sum of 1&2 above) \$ _____

Please carry Grand Total forward to other side of contract.