

COMMERCIAL VENDOR PACKET



SAM MUNN & JANE JOHNSON..... CHAIRS
JOSH ASCHER CO-CHAIR
CY YOUNG CO-CHAIR

CONTACT INFORMATION

BMW MOA VENDOR REGISTRATION CHAIRS

Sam Munn & Jane Johnson BmwMoaVendorInfo@bmwmoa.org

Voice: 409-938-8423 — FAX: 409-938-3418 — Cell: 409-370-8423

Josh Ascher jxa01@nycap.rr.com

Cy Young RallyVendorRV@cybeth.com

VENDOR REGISTRATION MAILING ADDRESS

BMW MOA Vendor Registration
c/o Sam Munn / Jane Johnson
7912 Larkspur Drive
Texas City, TX 77591

2011 RALLY CHAIR & CO-CHAIRS

Mark Austin (Chair) (this address reaches all 3) rallychair2011@bmwmoa.org

Denise Fletcher (Co-Chair) De

Michael "Roc" Shannon (Co-Chair)

RALLY DOOR PRIZE COMMITTEE

Jackie Hughes (Chair) rallydoorprizes@yahoo.com

BMW MOA ADVERTISING

Ted Moyer (Advertising Director) advertising@bmwmoa.org

VENDOR RV CAMPING

Reservations, contact Cy Young RallyVendorRV@cybeth.com

Greetings
Pennsylvania

SAVE THESE DATES!
JULY 21 - 24, 2011



**The 39th Annual
BMW Motorcycle Owners of America
International Rally**

***Bloomsburg Fairgrounds
620 West Third Street
Bloomsburg, PA 17815***

GPS: N40° 59.790' W76° 28.176'

or

N40.9965019 W76.469601

<http://www.bloomsburgfair.com/>

SEE YOU IN

BLOOMSBURG

TABLE OF CONTENTS

Page 2.....Contact Information
Page 3.....2011 BMW MOA International Rally Location Announcement
Page 4.....Table of Contents
Page 5.....Cover Letter
Page 6.....The Basics: Answering those questions

- Contract
- Confirmation Receipt
- Notification of Space Assignments
- Late Registration Penalty
- Utilities
- Additional Services
- Rally Registration
- Shipping (to the Rally)
- RV Accommodations
- Pennsylvania Sales Tax (6%)
- Set up Dates & Times
- Vendor On Site Sign-in
- Vendor Hours of Operation
- Local Information

The following questions are covered on page 2 of the Contract

- Accounts Receivable
- Banners & Signs
- Eligible Exhibits
- Insurance
- Sound Systems & Video Displays
- Subletting of Space
- Vehicle & Trailer Parking

Page 7.....Door Prizes & Advertising
Page 8.....Liability Insurance Requirements
Page 9 & 10Registration Form & Contract
Page 11Bloomsburg Fairground's Layout
Page 12.....Indoor — Arts & Crafts Hall (Building A)
Page 13.....Indoor — Industrial Exhibits (Building B)
Page 14.....Outdoor & Service Booths (Layout to be posted soon)



2011 BMW MOA International Rally July 21 - 24, 2011 Bloomsburg Fairgrounds, Bloomsburg, Pennsylvania

Sam Munn & Jane Johnson
Commercial Vendor Co-Chairs
7912 Larkspur Drive
Texas City, TX 77591

V 409-938-8423
F 409-938-3418
C 409-370-8423

<mailto:BmwmoaVendorInfo@bmwmoa.org>

February 2011

Dear Vendor,

You are cordially invited to participate as a vendor at our 39th International Rally to be held at the Bloomsburg Fairgrounds in Bloomsburg, Pennsylvania this July 21st through 24th. The fairgrounds are located off I 80 at Exit 232 in Bloomsburg. Bloomsburg is located in Eastern Pennsylvania. For local directions and maps, please see <http://www.itourcolumbiamontour.com/>

Attendance is expected to top 10,000.

This year, Indoor Vendors will be in two large buildings. These buildings, the Arts & Crafts Hall and the Industrial Exhibits Hall, are connected by an enclosed passageway. Both buildings have equal amenities and, together, have a total of 167 booths. For our purposes, these buildings will be referred to as building "A" and "B" respectively.

Outdoor vendors will be set up on the grass in front of the Indoor Vendor buildings.

Most Service booths are on blacktop next to the Outdoor vendors. This area is directly in front of the Country Store, which is in the Education Exhibits building. Please note, this building is connected to the vendor buildings by an enclosed passageway.

There is no limit to the number of outdoor and service booths.

As always, Vendor Contracts will be processed in the order they are received.

Please be sure to read the **insurance requirements** as they have changed since you last participated in our rally.

By signing the **2011 BMW MOA INTERNATIONAL RALLY COMMERCIAL VENDOR REGISTRATION & CONTRACT** you are indicating you have read and understand your responsibilities and will comply with all rules and requirements noted in the 2011 Vendor Packet..

Hopefully, this packet will answer your questions. If we have missed anything, please do not hesitate to contact us.

We look forward to hosting you at the 39th Annual BMW Motorcycle Owners of America International Rally in Bloomsburg!

Sincerely,

Sam Munn

Jane Johnson

Sam Munn
Jane Johnson
Chairs
Commercial Vendor Committee
2011 BMW MOA International Rally

ANSWERS TO IMPORTANT QUESTIONS

CONTRACT

The Commercial Vendor Registration and Contract is on pages 9 & 10 of this packet. Please duplex print this form, (both pages on one sheet of paper) fill it out, sign and mail the original, along with your payment in full and COI to the Vendor Registration address on the bottom of page two of the contract. Also, please make a copy for your records. Please read page 8, Liability Insurance Requirements. Vendors will not be allowed to occupy their booth until this requirement is met.

CONFIRMATION

Upon receiving your signed **Vendor Registration & Contract, proof of insurance and payment in full**, we will forward a confirmation letter acknowledging receipt of your payment. Vendor meeting date, time and location will be included in your confirmation letter.

NOTIFICATION OF SPACE ASSIGNMENTS

Beginning in early June 2011, registrants will receive a layout indicating the space(s) allocated to them. **Please remember, BMW MOA, Inc. reserves the right to change space allocations if necessary.**

LATE REGISTRATION PENALTY

Registrations received after Tuesday, July 5, 2011 will be considered late and will be accepted on an "As-Space-Available" basis. Additionally, each booth requested on a late registration will be assessed a \$25.00 late registration penalty. Payments for late registrations shall be by **certified check, money order, or credit card only**. Cash can only be accepted on-site. **Do not mail cash**. Vendors, who registered timely and want to add booths will not incur this penalty.

UTILITIES

Electrical and Wi-Fi services are available, at no charge, through BMW MOA. However, you are responsible for any extension cords needed between the power outlet and your booth. Wi-Fi covers 100% of the vendor and service areas. Phone service is available through Verizon. Contact them directly at 800-479-1919 to arrange for services. When prompted, hit the pound key and follow the instructions. You will be asked for your ZIP code, use 17815. **Allow a minimum of 21 days to secure your service**. Also, please indicate your needs on page one of the contract.

ADDITIONAL SERVICES

If you require additional services such as:

- TV/VCR/DVD
- Booth Carpet
- Furniture
- Computers
- Special Shipping
- Outdoor Canopies or Tents

...or anything else **not covered with the booth fee**, please contact the Vendor Chair after April 18th for contact information.

RALLY REGISTRATION

Rally registration is not included with Vendor registration. If you would like to register for the rally, you may do so at Vendor Registration or through any of the other methods available. To register for the rally at Vendor Registration, you will need to be listed on a Commercial Vendor Registration & Contract and pay the applicable Registration Fee.

SHIPPING TO THE RALLY

Beginning Monday, July 11th, Bloomsburg Fairgrounds will receive vendor shipments between the hours of 8:00 AM and 5:00 PM. All shipments received will be stored in a secured area and delivered to your booth for set up. Please include the phone number listed below on your address label. **All shipments arriving before JULY 11th, and/or outside the hours specified will be refused.**

Shipping address: **YOUR COMPANY NAME
C/O BMW MOA Rally
Bloomsburg Fairgrounds
(570-336-8748)
620 West Third Street
Bloomsburg, PA 17815**

RV ACCOMMODATIONS

Eighteen RV sites have been set aside for vendors only. These sites have water and electrical service only —no sewer hookup. Honey Wagon service is available at owners expense. For reservations, contact Cy Young at RallyVendorRV@cybeth.com.

PENNSYLVANIA SALES TAX

Pennsylvania State Sales tax is 6%. Vendors need to apply for a Transient Vendor Certificate. Go to www.pa100.state.pa.us for [details](#).

VENDOR SIGN-IN

On site sign-in is Tuesday, July 19th, 8:00 AM until 7:00 PM and Wednesday, July 20th, 8:00 AM until 6:00 PM. Vendors arriving outside these hours will need to contact security and have them contact us for assistance. **See liability insurance requirements on page 8**

SET UP / TEAR DOWN DATES & TIMES

Set up days and times for Indoor vendors are Tuesday, July 19th, 8:00 AM until 7:00 PM and Wednesday, July, 20th, 8:00 AM until 10:00 PM. Personnel will not be available outside these hours. Outdoor vendors have from 8:00 AM Tuesday, July 19th until 8:00 AM Thursday, July 21st. Indoor tear down hours are 5:30 PM until Midnight Saturday and 7:00 AM until Noon Sunday. Outdoor hours are 5:30 PM Saturday until Noon Sunday.

VENDOR OPERATION HOURS

Indoor hours of operation are 9:00 AM to 6:00 PM Thursday and Friday, and 9:00 AM to 5:00 PM Saturday. Outdoor vendors and service booths set their own hours —**as long as you do not disturb rally campers**

LOCAL INFORMATION

Information as to the amenities Bloomsburg and the surrounding area have to offer can be found at: <http://www.bmwmoa.org/rally11> or <http://www.itourcolumbiamountour.com/>.

DOOR PRIZES

**Motorcycle rallies provide excellent opportunities to promote your products or services!
Please consider donating a door prize for this premier event.**

Door prizes are a vital part of the fun at the BMW rally. They are an easy way for you to publicize your business to the BMW motorcycle owner's community. Before the rally we will publicize the donations in a section on the rally web site, www.bmwmoa.org. During the rally, door prizes are displayed in their own area and are featured in the rally registration package. We will also display promotional material you may send along with your door prize.

Suitable door prizes include goods, services or gift certificates.

GRAND PRIZES: Door prizes valued over \$1500 will be considered grand prizes, and may be given away during the closing ceremony. For grand prize donations, you are invited to draw for the winner at the closing ceremony. Please indicate if you require the winner of a grand prize to be present to win.

Grand Prizes & other door prize donors will be listed in the rally program if they are received prior to the program's printing deadline, which is Monday, May 1, 2011.

Send donations, to be received by Saturday, June 25th, to:

**BMW MOA Door Prizes
% Jackie Hughes, Door Prize Committee Chair
11030 N. Forker Road
Spokane, WA 99217**

Be sure to include your name and the name and address of your business so that we can recognize your kind donation. We look forward to hearing from you soon, and thank you in advance for your support.

ADVERTISING INFORMATION

The BMW MOA International Rally is considered the highest priority event of the riding season for our members. BMW riders plan family vacations around it and literally ride thousands of miles to attend and become "*citizens for the weekend*" of the communities we visit.

This year, Bloomsburg, Pennsylvania will be home for 9 to 10,000 —maybe more— members and guests who are expected to attend. Advertising in the Rally Program will put your name in front of the consumers you want to reach.

The deadline for reserving space in this year's Rally Program is May 1, 2011.

Our Director of Marketing & Advertising, Ted Moyer, or our National Accounts Manager, Chris Hughes, will be happy to work with you to create the exact image you would like to share with this extremely focused group.

For more information about how you might enhance your business revenue by advertising in our 2011 Rally Program please contact:

Ted Moyer, Director of Marketing & Advertising
BMW Owners News
Phone: 866-865-1055
Email: advertising@bmwmoa.org

Chris Hughes, National Accounts Manager
BMW Owner News
Phone: 509-921-2713
Email: chris@motografixx.com

LIABILITY INSURANCE REQUIREMENT
PLEASE READ CAREFULLY

BMW MOA, Inc. requires all vendors, **regardless of size, items sold or exhibited**, to provide BMW MOA, Inc. a Certificate of Liability Insurance. This certificate is commonly known as a "Cert of Insurance" (COI) or "Acord Insurance Binder".

Each vendor is required to furnish BMW MOA, Inc. a COI in the amount of \$1,000,000, indemnifying BMW MOA, Inc., its officers, Staff, Board Members, Rally Chairs, Rally Co-Chairs and Rally Volunteers. Your COI must reflect insurance coverage that is in effect Sunday, July 17, 2011, 00:01 EDST, through Sunday, July 24, 2011, 23:59 EDST, inclusive and **must accompany your 2011 Commercial Vendor Registration & Contract with payment in full.**

Note, your contract is not considered complete and, therefore, you will not be assigned booth space until we have your COI.

For the purpose of the liability insurance requirement stated herein, the word Vendor is defined as the name, personal or business, listed as the "**Vendor Business Name**" on page one of the **2011 BMW MOA, INC. INTERNATIONAL RALLY COMMERCIAL VENDOR REGISTRATION & CONTRACT.**

Vendors, who do not carry liability insurance or do not carry the amount required herein, should contact their local insurance broker to obtain the necessary coverage. If you need help obtaining the required coverage contact the vendor chair at 409-938-8423.

VENDOR FEES WILL NOT BE REFUNDED FOR FAILURE TO OBTAIN THE REQUIRED INSURANCE.

**2011 BMW MOA INTERNATIONAL RALLY
COMMERCIAL VENDOR REGISTRATION & CONTRACT**

PLEASE PRINT CLEARLY

Vendor Business Name:				
Owner / Representative Name:			Position:	
Address:		Street:		
Address:		City:	State:	Zip+4:
Address: Add'l Info (country, etc)				
Telephone:		Office:	Ext.:	Toll Free:
Additional Telephone:		Cell:	Evening:	Other:
Email: (use all caps, please)				
Product/Service:				

NAMES OF ALL ATTENDEES PAID WITH THIS REGISTRATION

1	5
2	6
3	7
4	8

Vendors and staff will be issued wristbands that must be worn at all times!

PREFERENCES / SPECIAL REQUESTS

CIRCLE ONE: INDOOR VENDOR OUTDOOR VENDOR SERVICE/INSTALLATION VENDOR				
Notes to Vendor Chair	Location – First Choice:			
	Location – Second Choice:			
SPECIAL REQUEST:				
Please Indicate Services Requested:		Electrical: <input type="checkbox"/> Yes <input type="checkbox"/> No	Phone: <input type="checkbox"/> Yes <input type="checkbox"/> No	RV Parking: <input type="checkbox"/> Yes <input type="checkbox"/> No

FEE CALCULATIONS – PLEASE COMPLETE THIS SECTION

First Booth	Includes 2 Rally Passes, 1 Table (2 tables with corner) and 2 Chairs
Additional Booths	Includes 1 Rally Passes, 1 Table (2 tables with corner) and 1 Chair
Additional Rally Passes	Additional rally passes are \$10 each. Remember that some passes are included with your booth fee. See above. Please list names, if available, of all attendees on the lines furnished above. (Note: Passes are not rally registrations).

Note: When additional booths are included in the vendor fee calculation, the highest cost booth is the first booth.

Booth	Quantity & Description			Price
First Booth	Indoor Corner @ \$425.00	Outdoor Corner @ \$280.00	Service/Installation Cor. @ \$275.00	
	Indoor Regular @ \$325.00	Outdoor Regular @ \$225.00	Service/Installation Reg. @ \$255.00	
Additional Booth(s)	Indoor Corner @ \$215.00	Outdoor Corner @ \$185.00	Service/Installation Cor. @ \$175.00	
	Indoor Regular @ \$160.00	Outdoor Regular @ \$145.00	Service/Installation Reg. @ \$165.00	
Electrical	120V / 20 / 30 Amp.	120V / 50 Amp.	220V / 50 Amp.	NC
Additional Passes	(If available, please list names above)		Number of Additional Passes: _____	\$10.00 each

Late Registration Penalty: Total booths: _____ X \$25.00 = _____

Form of Payment: <input type="checkbox"/> Check (check # _____) <input type="checkbox"/> Money Order <input type="checkbox"/> Credit Card	Total Amount Enclosed
---	-----------------------

Credit Card Info: MasterCard or Visa Only Number: _____ exp: ____ / ____

Name as it appears on card:

Booth Size	Indoor 10 X 10	Outdoor 15 X 15	Service 20 X 20
------------	----------------	-----------------	-----------------

If you need **less** than the allotted number of tables and/or chairs due, please indicate your requirements here.

Tables	Chairs
--------	--------

Signature Required! See next page to complete this contract.

Terms and Conditions for Participation as a Commercial Vendor

ACCOUNTS RECEIVABLE

All vendors must be current in all accounts receivable with BMW MOA, Inc. Vendors not current must make arrangements with Ted Moyer (866-865-1055) or Ray Zimmerman (637-394-7277) to satisfy account(s) in question before your confirmation can be mailed.

BANNERS & SIGNS

Vendors will be permitted a banner or sign up to 32 square feet for each vendor booth covered under this Contract. Other banners and or signs displayed outside of your booth(s) shall be governed by a separate agreement with the Rally Chairperson and Co-Chairpersons.

ELIGIBLE EXHIBITS

Displays shall include only materials, products, equipment, and services of interest to motorcyclists. BMW MOA, Inc. reserves the right to judge the appropriateness of any display. Unless approved in writing by the Rally Chairperson(s), or their designee(s), no person, firm, or organization NOT contracted with BMW MOA, Inc. for occupancy or space, will be permitted to display or demonstrate any products, or processes, perform any services, or solicit or take orders at the rally. No vendor will be permitted to display outside the confines of the assigned booth space without written approval of the Vendor Chairman. Violation of these terms will result in prompt removal from the rally.

INSURANCE

Upon acceptance of this contract, vendors agree to hold harmless BMW MOA, Inc. for damage and or loss, whether the result of negligence or otherwise, to any vendor properties through accident, fire, theft, government action, or any other causes. Vendors shall be responsible for their own surety in relation to their products and or services. BMW MOA, Inc. assumes no liability for injuries that may occur to visitors of vendor displays, to vendors or their agents/employees, or to any others.

Each vendor is required to furnish BMW MOA, Inc. a Certificate of Liability Insurance (COI) in the amount of \$1,000,000, indemnifying BMW MOA, Inc., its officers, Staff, Board Members, Rally Chairs, Rally Co-Chairs and Rally Volunteers. The COI must reflect insurance coverage that is in effect Sunday, July 17, 2011, 00:01 EDST, through Sunday, July 24, 2011, 23:59 EDST, inclusive and must be provided to BMW MOA, Inc. with your completed 2011 Commercial Vendor Registration & Contract with payment in full. See page 8 of this packet for more details.

SOUND SYSTEMS AND VIDEO DISPLAYS

The use of sound systems and video displays are permissible, provided:

- They are not audible more than three (3) feet into the aisle or into neighboring booths
• Sound is directed into the vendor booth or vertically
• Vendor agrees to limit use of equipment that may be considered loud and objectionable

BMW MOA, Inc. shall have absolute control over this regulation, the intent of which is that sound systems shall not be audibly objectionable to neighboring vendors. BMW MOA, Inc. reserves the right to regulate the use of all audio and visual equipment and to remove any vendor who refuses to comply with this regulation.

SUBLETTING OF SPACE

Vendors agree not to assign or sublet space. Violation of this policy will result in the prompt removal of the violator(s).

VEHICLE/TRAILER PARKING

Indoor Vendors: Vehicles and/or trailers used specifically in indoor vendor displays must be secured in their booth prior to the hall's opening each day, and cannot be removed from the booth until after the hall's closing each day.

Outdoor Vendors: With the exception of vehicles and/or trailers used specifically in outdoor vendor displays, no parking (other than motorcycles) will be allowed in the outdoor vendor area.

Any vehicle used in a vendor display must fit within the assigned booth space. An area will be provided where vendors may park their vehicles, trucks, and trailers not used as displays. BMW MOA, Inc. reserves the right to instruct any vendor to move inappropriately parked vehicles. If the vendor responsible for an inappropriately parked vehicle cannot be located, or if the vendor responsible for said vehicle refuses to comply with BMW MOA, Inc. request, BMW MOA, Inc. reserves the right to have said vehicle(s) moved at the owner's expense.

By signing this 2011 BMW MOA, Inc. International Rally Commercial Vendor Registration and Contract I am affirming I have read and understand and agree to comply with the terms and conditions stated herein and, further, I have read and understand Page 8, Liability Insurance Requirement, of this Commercial Vendor Packet.

Signature _____ Date _____ Print Name _____

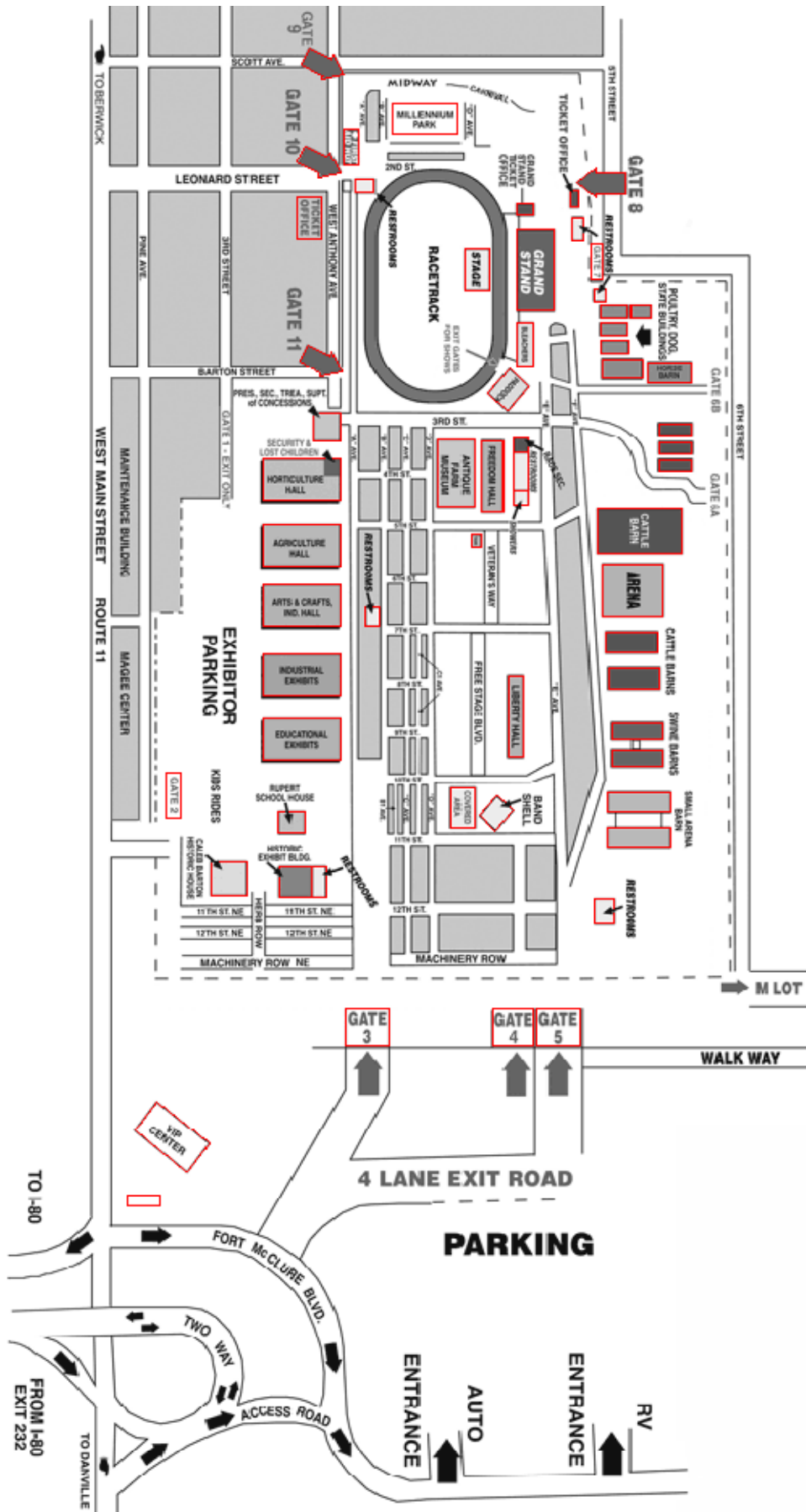
Questions, please contact— Sam Munn or Jane Johnson: bmwmoavendorinfo@bmwmoa.org V 409-938-8423; C 409-370-8423; F 409-938-3418

Please forward this completed contract and COI with check, money order, or credit card information (Payable to BMW MOA, Inc) for the total amount due to:

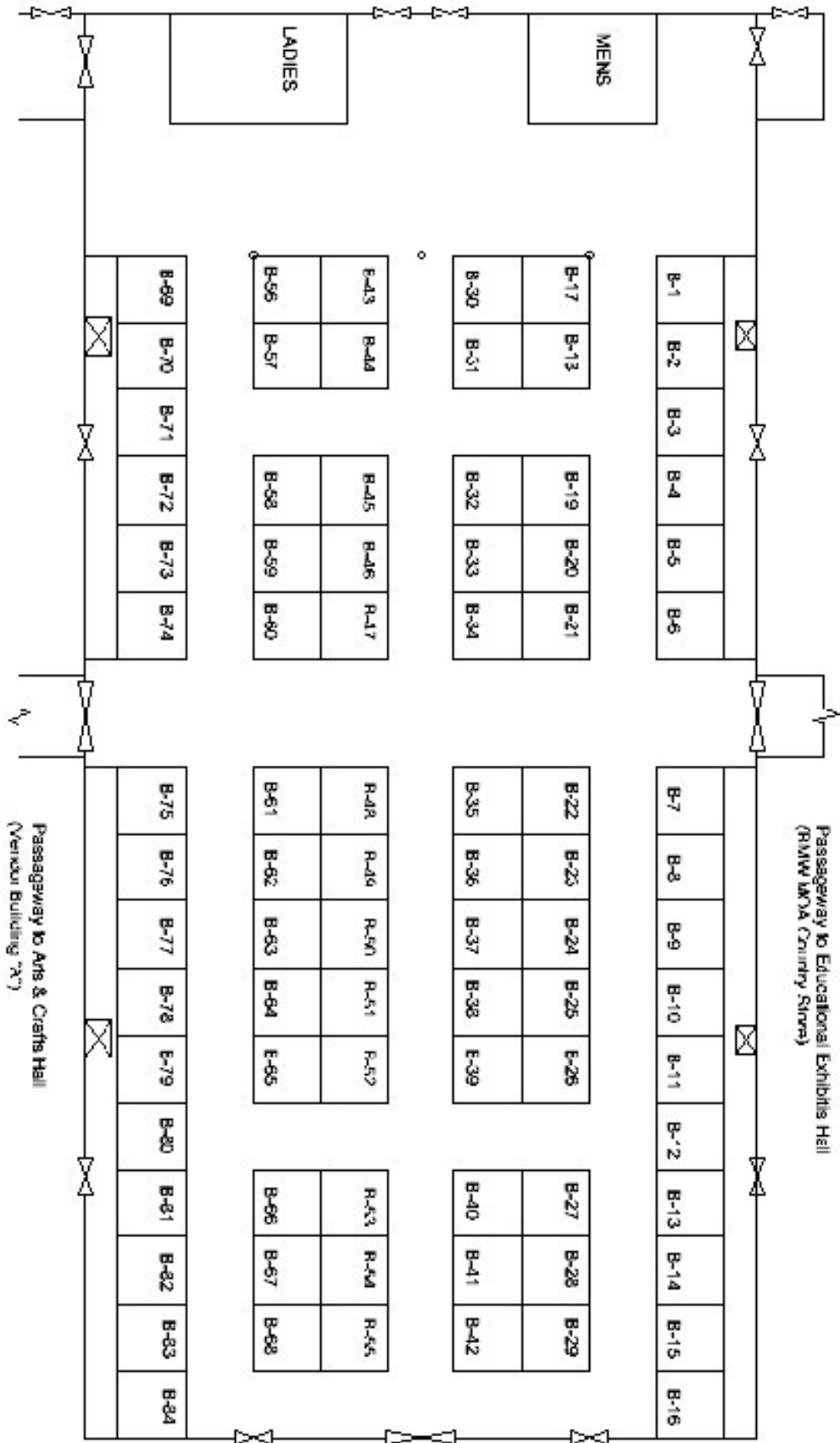
BMW MOA Vendor Registration c/o Sam Munn or Jane Johnson 7912 Larkspur Drive Texas City, TX 77591

We strongly recommend you keep a copy of this contract for your files.

Official Use Only Date Received: Form of Payment: Amount: Confirmation Sent:



Industrial Exhibits Hall
Vendor Building "B"



Outdoor & Service Booths

Layout to be posted soon