

We cordially invite you to exhibit



**ST. LOUIS
GOLF
EXPO**

St. Charles Convention Center

St. Charles, Missouri

January 30 - February 1, 2026

**8,500 Golf Enthusiasts
expected to attend**

Show Owner



VARSITY
COMMUNICATIONS

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



The undersigned company does hereby make application to participate as an exhibitor at the *St. Louis Golf Expo* being held at the St. Charles Convention Center, St. Charles, MO, on January 30-February 1, 2026. The *St. Louis Golf Expo* is owned and produced by Varsity Communications Inc. This will be a binding contract when accepted by the *St. Louis Golf Expo*. Invoices for the 2026 show will be mailed upon acceptance of agreement.

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

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

_____ **8' x 10' booth, \$1495, if received by 10-1-25, \$1595 if received between 10-2-25 and 11-15-25, \$1695 after 11-16-25.**

_____ **8' x 10' booth, (*Special discounted rate of \$1396 each year for a two-year commitment to the St. Louis Golf Expo in 2026 and 2027 if received by 10-1-25. \$1495 if received between 10-2-25 and 11-15-25, \$1595 after 11-16-25).**

_____ **8' x 20' booth, \$2545, if received by 10-1-25, \$2645 if received between 10-2-25 and 11-15-25, \$2745 after 11-16-25.**

_____ **8' x 20' booth, (*Special discounted rate of \$2415 each year for a two-year commitment to the St. Louis Golf Expo in 2026 and 2027 if received by 10-1-25. \$2505 if received between 10-2-25 and 11-15-25. \$2605 after 11-16-25).**

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

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

_____ Corner booth requests are an additional \$175.00.

_____ Missouri UBI Number (must be included) No Missouri UBI Number (check box)

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

_____ **EBLAST/SOCIAL MEDIA PROMOTION includes one dedicated E-Blast to 12,400 attendees and two Facebook promotions (3,680+ likes). \$600 FEE. GOLF-RELATED BUSINESSES ONLY, LIMITED QUANTITY AVAILABLE. MUST BE APPROVED.**

COMPANY NAME: _____

CONTACT NAME/TITLE: _____

CONTACT ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

E-MAIL: _____ WEB ADDRESS: _____

PHONE: _____ FAX: _____

PRODUCT/SERVICE DESCRIPTION: _____

BOOTH SIGN TO READ: _____

1. **Booth Space:** Exhibitor subscribes for booth space at the St. Louis Golf Expo, to be held at the St. Charles Convention Center, St. Charles, MO on January 30 - February 1, 2026. The St. Louis Golf Expo reserves the right to reject any applicant or exhibitor. The St. Louis Golf Expo reserves the right to assign, designate, or change your booth location. **Pop-up tent displays are not guaranteed and must be approved by show management.**

2. **Payment:** Exhibitor will be invoiced upon receipt of contract with payment due net 30 days. Payment is due net upon receipt after December 15, 2024. Payment in full for exhibitor's booth space is required prior to show check-in time. All rates quoted and contracted are for cash payments. Credit card processing is available with a 3.5% convenience fee for all transaction amounts processed.

3. **Hours of Operation:** Hours of show are Friday, 11 a.m. - 5 p.m.; Saturday, 10 a.m. - 5 p.m.; and Sunday, 10 a.m. - 4 p.m. Exhibitor shall have its exhibit(s) completely assembled and ready to be viewed by guests no later than 11 a.m. on Friday, January 30, 2026. Times are subject to change. Exhibitor shall staff its booth during all hours of the St. Louis Golf Expo. Exhibitor shall not begin disassembling its exhibit(s) until 4:01 p.m. Sunday, February 1, 2026.

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

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

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

7. **Insurance Not Provided:** Exhibitor acknowledges St. Louis Golf Expo and Varsity Communications Inc do not have insurance covering exhibitor's property. It is exhibitor's sole responsibility to obtain interruption, property damage, personal injury, vandalism, theft and any other insurance it may need to cover any losses it may suffer at the St. Louis Golf Expo.

By checking this box, Exhibitor agrees that they have Comprehensive General Liability (CGL) insurance and will provide a certificate naming Varsity Communications Inc. as an additional insured.

Yes, I agree. (please check)

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

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

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

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

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

AGREED BY:

Representative Signature

Date

Print Name

Title (Print)