

# RUSSO AND STEEL

## COLLECTOR AUTOMOBILE AUCTIONS™

ADDRESS 5230 S. 39th St. • Phoenix, AZ 85040  
PHONE 602.252.2697 FAX 602.252.6260  
WEB WWW.RUSSOANDSTEELE.COM

### VENDOR SPACE REQUEST: SCOTTSDALE - JANUARY 18-22, 2012

#### EXHIBITOR INFORMATION: PLEASE TYPE OR PRINT

FULL NAME: \_\_\_\_\_  
COMPANY NAME OR DBA: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY, STATE, ZIP, COUNTRY: \_\_\_\_\_  
BUSINESS PHONE: \_\_\_\_\_ HOME PHONE: \_\_\_\_\_  
FAX: \_\_\_\_\_ EMAIL ADDRESS: \_\_\_\_\_  
# YEARS AT RUSSO AND STEELE: \_\_\_\_\_ FIRST TIME: \_\_\_\_\_

#### SPACE REQUEST/RATES: PLEASE CHECK THE APPROPRIATE BOX FOR YOUR DESIRED EXHIBIT AREA

Russo and Steele will assign booth location based upon type and quality of display, seniority of the vendor, payment date and overall presentation of exhibit area. Photos of display are appreciated.

Your entire exhibit must fit into the space requested and can not go into the adjoining aisles. All vendors are under a tented space, and are provided with Astroturf flooring, lighting and 10 AMP Power per booth.

Please call 602-252-2697 for additional power costs. Rentals of tables, chairs, linens, etc please request additional form. Rentals will be charged accordingly.

#### CATALOG ADVERTISING:

Due November 2nd for Scottsdale  
FULL PAGE: \$1300 (regular price \$1600)  
Full Page ad in both the print and the digital catalog: \$1600

#### WEB LISTING:

For vendors paid in full by November 13th  
Company listing on web with contact or web link 2 weeks prior and 2 weeks after event.  
Please include logo.  
Contact to list: \_\_\_\_\_

#### ENTRY TICKETS

5 general entry tickets for vendors paid in full by November 2nd or with booths of 10x30 or more. Additional general tickets are offered at \$10 each, \$10 off the regular price (limit 5).

*\*Russo and Steele does not accept knock-off merchandise. If not disclosed in "product/service" exhibit will be banned after merchandise has been identified and exhibit will be removed from property.*

#### Vendor Tent

Reserved for men's products and vendors with a car display such as mechanic shops. Cars are not to be sold if not in the auction. If cars are sold we reserve the right to charge a surcharge of 3% of sale price. Any spaces displaying a car must be 20 x 20 minimum. **Please inquire for larger spaces.**

10 x 10 \$1800  
 10 x 20 \$3200

\$1300 *If paid in full by October 14th*  
 \$2200

#### Food Vendors

10 x 10 \$1000  
 10 x 20 \$2000

\$800 *If paid in full by October 14th*  
 \$1800

#### Trailers

Trailers must call for pricing  
If you plan on using a trailer what side will you be serving from:

Driver Side  
 Passenger Side

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### PAYMENT CREDIT CARD SURCHARGE TO BE ADDED TO THE TOTAL (3.5%)

SPACE COST:	_____
ADDITIONAL PACKAGE:	_____
VEHICLE SURCHARGE/RENTALS:	_____
ADDITIONAL POWER:	_____
SUB TOTAL:	_____
TOTAL SPACE COST:	_____
LESS DEPOSIT ENCLOSED:	_____
BALANCE DUE:	_____

### PAYMENT OPTIONS

<input type="checkbox"/> ENCLOSED CHECK, CASHIER'S CHECK OR MONEY ORDER PAYABLE TO RUSSO AND STEELE	
<input type="checkbox"/> PAYMENT BY CREDIT CARD <b>(3.5% SURCHARGE)</b>	
CREDIT CARD TYPE:	<input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> AMERICAN EXPRESS
CARD NUMBER:	_____ BILLING ADDRESS: _____
EXPIRATION DATE:	_____ CVM: _____
TOTAL CHARGE AMOUNT: \$	_____
SIGNATURE: <b>X</b>	_____

\*All space requests without full payment require a credit card authorization. In the event you have not paid in full by December 1st, the balance will be charged to your account. I understand these conditions and authorize Russo and Steele to charge the above credit card account if full payment has not been received by December 1st.

(initial)

### Exhibitor information

- Vendor space is limited. Spaces will be sold on a first come, first served basis. A waiting list will be kept and will only be honored if a deposit has been paid. Deposits for waiting-list vendors will be returned January 28th, 2012 if space is unavailable.
- All space reservations require a refundable deposit of 50%.
- Payment balances and all required documents are due by November 14th. Any vendors who have not paid the balance by this date will lose the space to the next vendor on the waiting list. NO exceptions will be made.
- Reservations made after November 14th must be accompanied with full payment.
- Refund Schedule if application canceled:
- Up to November 11th, deposit or any monies paid will be refunded in full minus a fee of \$150.
- *After November 11th, no refunds will be given for cancellations made after this date.*
- *Rejected applications will be returned with all monies paid. Russo and Steele reserves the right to reject any application.*
- Russo and Steele requires all exhibitors to carry liability insurance and name additional insured. All vendors must have insurance in order to enter the event site.

### Food vendors: IMPORTANT!!!

- Food vendors must be licensed and provide menu. Submit copy of health application with deposit.
- Food vendors may not sell drinks of any kind.

### Exhibit Space:

All vendors are under a tented space, and are provided with 10 amps of power and black Astrotrurf flooring, which is covering a graveled lot. The tent is 20 feet wide by at least 100 feet long, with all sides open and divided into spaces by 8 foot vinyl sidewall. Vinyl sidewall is supported by heavy-duty wire and is not meant to support hanging of heavy items (i.e. racks, displays, etc). The tent is pitched at 15 feet high, with sides of 8 feet tall. General lighting is provided within the tent every 20 feet. This event is outdoors and is a RAIN OR SHINE event. Please be prepared for cold weather and/or rain. Space heaters must not pull over your space's 10 amp allotment. Russo and Steele does its best to evenly grade the vendor area prior to laying the Astrotrurf, but cannot guarantee an even surface. All vendors must provide their own displays, special lighting, etc as well as booth "closing" such as tarps with zip-ties, bungee cords, etc and means to transport merchandise on and off site (dollies and carts are not available from Russo and Steele). No telephone lines or computer services are available on site or water. Exhibit space must remain within the allotted booth and displays outside of the booth in the aisles are not permitted. Signage can not hang from the outside of the tent. All tables must be draped with linens to the floor (preferably black). If you have any special needs/requirements, please arrange these prior to December 31st such as extra power needs, rentals or ice. If you have a special preference to a side of the tent you would like to be placed on (i.e. sunny side versus shaded side), please arrange this in advance as NO changes will be made on-site. If you plan to have a raffle or give away prizes, please notify the vendor manager. Most larger items will be considered for exclusivity; however Management reserves the right to make all final decisions on exclusive products. All accepted applicants will receive a vendor contract and informational packet.

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### EXHIBITOR FACT SHEET

**Exhibitor Set up:** Monday and Tuesday, January 16-17 – 10:00 am – 5:00 pm  
*Please note that all credentials must be picked up by Tuesday January 17th, 2012 if you did not receive them by mail.*

### Event Hours: Entry fee \$20.00 for general public

Wednesday	10:00am to 4:00pm
Thursday	10:00am to 10:00pm
Friday	10:00am to 11:00pm
Saturday	10:00am to 11:00pm
Sunday	10:00am to 5:00pm

### Schedule of Events: January 18-22, 2012

<b>THE CHARITY PREVIEW GALA:</b>	
Time: 6:30pm - RSVP Required (Reserved for Registered Bidders Only) An Evening of Good Food, Friends, and Great Cars,	
<b>THE AUCTION:</b>	
Thursday 12:00PM – 10:00PM	
Friday and Saturday 12:00PM – 10:00PM	
Sunday 12:00PM – 5:00PM	

*After the January 17th Exhibitor Set Up, absolutely no vehicles will be allowed in through the gates. Each morning vendors will be allowed in from 8:30AM to 9:30AM, prior to the public. This is the only time you may bring in additional supplies (by handcart only). Typically the evening is reserved for bidders and most vendors will close up at 9:00 pm, with the exception of food vendors who may stay later for dinner service. Wednesday evening closes early due to the Fundraising Gala.*

#### Exhibitor Teardown:

Monday 9am-5pm. All displays must be removed by 5pm. **NO EARLY TEAR-DOWNS!**

**Facility Phone:** 602-252-2697

**Facility Fax:** 602-252-6260

#### REQUIRED DOCUMENTATION (Due with balance)

##### Sales Tax:

- 8.95% City, County and State retail sales tax. City of Scottsdale license required or temporary license for out-of-state retail vendors. You may attain one by calling Scottsdale City Tax Permit at (480) 312-7930.
- Arizona Department of Revenue Transaction Privilege Tax license required or temporary license for out of state vendors. Please call **602.542.4576** or **480.545.3500** or online: <http://www.revenue.state.az.us/Forms/transaction.asp>  
Licenses will be checked at the event and tax forms distributed.

Food vendors must have a health license and will be inspected on site by the Maricopa County Environmental Services Department. Copies of your application for the license must be sent in with your application.

#### Event Liability Insurance Certificates are required and must have additional insured listed as:

**Russo and Steele:**  
5230 S. 39th St.  
Phoenix, AZ 85040

**The City of Scottsdale**  
Risk Management Division  
7447 E. Indian School Road #225  
Scottsdale, AZ 85251

**Arizona State Land Department**  
1616 W. Adams  
Phoenix, AZ 85007

Temporary liability insurance policies are available through K & K Insurance ([k&kinsurance.com](http://k&kinsurance.com)) and [Insurevents.com](http://Insurevents.com).

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### TERMS AND CONDITIONS OF EXHIBITORS CONTRACT

#### 1. Liability:

Exhibitor agrees to indemnify and hold harmless Russo and Steele LLC, agents, officers and employees from any and all injuries to or death of any person or damage to any property caused by an act, omission or neglect of Exhibitor's agents, employees, invitees, contractors, or guest which occur in or about the Exhibit space. Exhibitor agrees to use and occupy the Exhibit Space at Exhibitor's own risk, and hereby releases Russo and Steele LLC, its agents, officers, employees, and invitees from all claims from any damage, loss or injury to persons or property to the full extent permitted law occurring in or about the Exhibit or Festival Space, including, but not limited to damages, resulting from the acts of other Exhibitors, theft, vandalism, fire and other casualty damage or damage arising from any defects of the premises. 24-hour security provided.

#### 2. Payment/Refunds:

Russo and Steele LLC does not guarantee sales of your product or services and will not take any responsibility for (future) lost sales due to any conditions of this event, including poor weather. Deposits of 50% are refundable up to November 11th. Full payment is due November 11th. Cancellation after this date will result in no refunding of fees. All money received in event office will be processed immediately. No refunds will be made for any other liabilities whatsoever for applicant's failure to obey the rules and regulations

#### 3. Exhibit Display Space:

Russo and Steele LLC is providing the diagrammed tented and divided space, astro-turf ground cover, general lighting and 10 amps of power. The booth fee does not include any type of table, equipment, phone, additional power or other materials needed to present a professional exhibit. Telephone lines are not available; additional power is available, order form forwarded with confirmation of your contract. Exhibitors will not exceed the dimensions provided in this contract. Russo and Steele reserves the right to reject any application and to assign booth space based on payment date, exhibit display and products, and payment date.

Exhibitor must not obstruct the view of an exhibit in an adjoining Exhibitor's space, nor permit such exhibit to be placed or operated in any manner offensive or objectionable, in the reasonable opinion of Russo and Steele staff, to the adjacent or surrounding exhibitors or to the show as a whole.

#### 4. Photography and videography

Event participants agree to allow use of videos and photographs taken at event for promotional purposes. Any photos taken by the event staff are property of Russo and Steele.

CONTACT NAME: \_\_\_\_\_

BUSINESS NAME: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

MOBILE NUMBER: \_\_\_\_\_

FAX NUMBER \_\_\_\_\_

ADDRESS: \_\_\_\_\_

\_\_\_\_\_

CITY, STATE, ZIP: \_\_\_\_\_

**X**

EXHIBITOR'S SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

RUSSO AND STEELE SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

# Contact Information

## OFFICE

Russo and Steele Collector  
Automobile Auctions, LLC.  
5230 South 39th Street  
Phoenix, Arizona 85040  
Phone: 602.252.6297  
Fax: 602.252.6260  
Web: [www.russoandsteele.com](http://www.russoandsteele.com)  
Email: [info@russoandsteele.com](mailto:info@russoandsteele.com)

## DIRECTOR OF PROMOTIONS AND SPONSORSHIP

Josephine Alcazar  
[jo@russoandsteele.com](mailto:jo@russoandsteele.com)

## ADVERTISING, MARKETING & PUBLIC RELATIONS

Quintessential Media  
Stephanie Quinn  
480-422-9246  
[stephanie@quintessential-media.com](mailto:stephanie@quintessential-media.com)

## VENDOR LIAISON

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