



American Kitefliers Association

July 1, 2017

Dear Kite Trade:

At this year's KTAI meeting, many exhibitors expressed the desire to have a kite show in October. In the months that followed, I was contacted by some of the companies about showing their products at the AKA Convention in Ocean City, Maryland, October 9-14, 2017. My answer: *All kitepeople are welcome at the AKA.*

For 40 years the AKA Convention has included a "Fly Mart" where companies and individual kitemakers displayed their products, sometimes for sale and sometimes only for show. While the AKA is a hobbyist association, not a trade organization, the majority of our members buy their kites through kite outlets. Therefore our members will be eager to see what manufacturers have on display, whether or not those items are for sale. Conversely, this will be a great opportunity for manufacturers to get direct feedback from the kite-buying public.

We recognize that manufacturers may also want to have some one-on-one time with kite retailers to talk wholesale ordering and pricing. The AKA is flexible in how we structure the Fly Mart in order to find a balance in these two needs. At the same time, we encourage kite businesses looking for a strictly wholesale Trade Show environment to contact the KTAI at 800-243-8548, for information about their show in Las Vegas, January 23-25, 2018.

In order to have a booth in the Fly Mart, one member of each exhibitor company must be registered for the AKA Convention. The exhibitor may bring additional staff at no cost. They will be issued a Blue Fly Mart Guest Pass that will allow them access to the Fly Mart, the Indoor Competition, the Auction and the beach demo field. If a guest wants to attend a workshop, banquet or other Convention activities they will need to pay a registration fee for that event.

Exhibitors are encouraged to invite their customers to attend the Fly Mart. These retailers and guests will also be issued a Blue Guest Pass with all the privileges noted above at no cost. While the Fly Mart is generally open to the public, as a practical statement, most hobbyists will want to walk the show Thursday night. Every morning from 9:00-12:00, most hobbyists are in the workshops and not the Fly Mart. Friday and Saturday mornings should be easy times for commercial kitepeople to talk business. On the request of exhibitors, we have also added a special Fly Mart showing on Friday from 1:00-5:00 p.m., which will be open only to exhibitors and their invited guests. Hobbyists without a Blue Pass will only be admitted to the show on Friday afternoon if they can prove that they have a commercial kite business.

Finally, in addition to the Fly Mart, there will be an area on the beach where exhibitors will be able to fly their kites with their customers and guests. The AKA would love to have everybody join the organization and register for the convention but in the meantime, please come and sample some of what we have to offer.

Best Winds,

Daniel Prentice



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AKA Fly Mart Agreement & Terms

Ocean City, Maryland

October 12-14, 2017

Schedule:

Exhibitor Set up: Thursday, Oct. 12; 11 a.m. to 6 p.m.

Show opens: Thursday, Oct. 12; 7-9 p.m.

Open to Public: Friday, Oct. 13; 9-noon

Trade only: Friday, Oct 13; 1-5 p.m.

Open to Public: Saturday, Oct. 14; 9-noon

Tear down: Saturday, Oct. 14; noon-5 p.m.

Company Representative registered for the Convention: _____

Company: _____

Address: _____ City: _____ State: _____ Zip: _____

Telephone: _____ Email: _____

Number of 10 x 10 booths: _____ x \$200 = \$ _____

Special requirements: _____

Terms and Conditions:

Location: The Fly Mart will be held in the Dockside Hall at the Roland E. Powell Convention Center, 4001 Coastal Highway, Ocean City, Maryland 21842. The Dockside Hall is approximately 14,190 sq. feet, with 15-foot ceilings and space for approximately 70 10' x 10' booths. All persons using the Convention space are subject to the Convention Center rules and regulations. For more information about the Convention Center: www.ocmdconventioncenter.com/

Booth Cost: The cost for each 10' x 10' booth is \$200 and exhibitors are requested to additionally donate fantastic kite items to the AKA for its Friday night auction and fundraiser. In an effort to support small craft kite companies (defined as one employee or less) the AKA will consider the donation of a kite item of like value in lieu of payment for the small company's first booth. Additional booths are \$200/each. A 50% deposit is due with application to hold space; balance due by August 15, 2017. After August 15, 2017, booths are \$300/each. There will be no refunds to exhibitors for cancellation or other causes after August 15, 2017.

Booth Details: Your \$200 buys a 10' x 10' space as marked by masking tape on the floor. We have been advised that tables, chairs, pipe and drape curtains are available in the Dockside Hall at no cost however this is not guaranteed without written agreement. If an exhibitor wants to reserve these items, they may contact



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the AKA at 609-755-5483 prior to August 15, and arrangements will be made. Any additional cost charged by the convention center to accommodate the needs of an exhibitor shall be billed to the exhibitor for immediate payment. Efforts will be made to offer booth location within the hall on a first-registered, first-requested basis, subject to the logistics of the space. All displays must be self-supporting with no attachment to walls or ceilings.

Keeping it Legal: Exhibitor agrees to abide by all applicable laws and regulations including but not limited to: City, State and Federal laws and taxes; fire and safety codes; convention center rules; AKA guidelines and/or the requirements of the Fly Mart management as it may pertain to display, product, appropriateness and/or staffing or anything else relative to the Fly Mart.

The Fine Print: We, the undersigned, agree to abide by the Conditions, Rules and Regulations of the AKA Fly Mart (Show) as set forth here, and in the Exhibitor Kit issued in advance of the Show. Acceptance of this contract binds us to the payment as set above. Payment is non-refundable. We understand that the AKA and its appointed representatives (Management) reserves the right to demand release of our space, for failure of ourselves or our representatives to conform to the rules or act in alignment with the values of the AKA. In the event of cancellation of the Show due to weather, fire, strikes, act of God, government regulations, or any cause beyond control of the Management, then Management shall determine an equitable basis for a refund, if any, of booth fees, after consideration of expenditures and commitments already made. In no case whatsoever shall refunds exceed actual booth fees and all refunds shall be made solely at the discretion of the Management . THE AKA, ITS OFFICERS, EXECUTIVE DIRECTOR, AGENTS AND EMPLOYEES EXPRESSLY DISCLAIM ANY AND ALL LIABILITY FOR ANY LOSS, DAMAGE, OR INJURY TO PERSON OR PROPERTY SUSTAINED BY AN EXHIBITOR, HIS AGENTS, OR ANY OTHER PERSON, CAUSED BY FIRE, THEFT, WATER, ACCIDENTS OR IN ANY OTHER MANNER, WHETHER CAUSED BY AN ACT OR FAILURE TO ACT, EITHER INTENTIONALLY OR NEGLIGENTLY CAUSED BY CONDUCT OF AKA, ITS OFFICERS, EXECUTIVE DIRECTOR, AGENTS AND EMPLOYEES, OR BY A PARTY OR PARTIES OTHER THAN AKA AND PARTIES. THE UNDERSIGNED EXHIBITOR HEREBY AGREES TO FULLY INDEMNIFY AND HOLDFOREVER HARMLESS THE AKA, ITS OFFICERS, EXECUTIVE DIRECTOR, AGENTS, AND EMPLOYEES FOR ANY LOSS, DAMAGE OR INJURY SUSTAINED BY AN EXHIBITOR OR ANY OTHER PERSON CAUSED BY FIRE, THEFT, WATER, ACCIDENTS OR IN ANY OTHER MANNER RESULTING FROM THE ACT OR FAILURE TO ACT OF THE UNDERSIGNED EXHIBITOR, HIS AGENTS OR EMPLOYEES, OR OF THE SPONSORING ORGANIZATION, ITS OFFICERS, AGENTS AND EMPLOYEES OR BY AN OTHER PARTY OR PARTIES. Exhibitors will display only merchandise regularly sold by them. Exhibitor shall be solely responsible for insuring their products and activities. No space may be shared or sublet without agreement of Management. Failure to pay fees for any and all services, damages or merchandise requested by exhibitors shall be deemed cause for cancellation of space but does not relieve exhibitor from legal responsibility to pay for same. Exhibits must remain intact until the closing of the Show. The undersigned agrees on behalf of himself and all company associates that the AKA as represented by the Show Manager or the Executive Director shall have complete authority to make any decisions deemed necessary for the proper running of the Fly Mart and Exhibitor and staff will abide by such decisions.

Signature below by an authorized company representative, indicates that the terms and conditions of this agreement have been read and are agreed thereto. If you have any questions please feel free to contact the AKA office at 609-755-5483.

Signature and date: _____

Guest Passes: _____
