



LIST ORDER FORM

2019 FLORIDA RESTAURANT & LODGING SHOW / HEALTHY FOOD EXPO FLORIDA

EXHIBITOR PRICING:

\$500 per 1,000 recipients

\$2,250 for entire pre-registered attendee list

NON-EXHIBITOR PRICING:

\$750 per 1,000 recipients

\$3,500 for entire pre-registered attendee list

Please note:

For list rental: a sample mailing piece and a letter of one time usage agreement are required to complete all mailing list orders. Your order will be processed within 1-2 days from approval and **supplied to a 3rd party mail house only**. Pre- payment must be submitted with order. Prices are subject to change without prior notice. **Printing and postage fees not included.**

For email deployment: html graphics (with applicable links and opt-out) provided for review and deployment are required to complete all email orders. All deployments are for one time usage only; **all email deployments will be processed through Clarion Events only**. Your order will be scheduled on the deployment calendar within 1-2 days from approval. **Email performance statistics are available upon request.** Pre-payment must be submitted with order. Prices are subject to change without prior notice.

ORDERED BY:

(name) (title)

(company)

(address) (city, state, zip)

(phone) (email address)

(authorized signature*) (date)

*This confirms you agree to one time usage of list only. Order must be paid by credit card or check. Cancellations are subject to the fees set forth in the agreement above.

PLEASE SUBMIT TO: Erin Saunders at erin.saunders@clarionevents.com



**LIST SELECTIONS AVAILABLE
2019 FLORIDA RESTAURANT & LODGING SHOW /
HEALTHY FOOD EXPO FLORIDA REGISTRANTS**

POSITION:

- Management (Partner/Owner)
- Manager/Supervisor
- Purchasing
- Chef
- Food Service Director
- Dietitian/Nutritionist
- Sommelier/Server/Bartender
- Marketing/Sales/Public Relations
- Edu. Administrator/Faculty/Student
- Caterer/Private Chef/Event Planner
- Financial/Operations/Administration
- Distributor
- Beverage Buyer/Manager

CATEGORIES OF INTEREST:

- Apparel
- Beverage
- Business Services
- Cleaning Supplies & Services
- Décor & Furnishings
- Equipment
- Food
- Food Distributor/Broker
- Lifestyle Food Products
- Packaging/Takeout Solutions
- Tablewares/Smallwares
- Technology

TYPE OF BUSINESS:

- Restaurant/Table Service/Full Service
- Restaurant/Table Service/Fine Dining
- Restaurant/QSR/Franchise
- Pizzeria
- Deli Bakery
- Hotel/Motel/Resort/Casino/Cruise Ship
- School District/School University/Camp
- Hospital/Healthcare/Correctional Institution/Military
- Municipal Service/Municipality
- Corporate Dining Services/Office/Plant
- Coffee Bar/Ice Cream/Yogurt
- Country Club/Membership
- Bar/Lounge/Night Club
- Non-Hotel Banquet Facility/Catering Establishment
- Sports Arena/Amusement Park/Concession/
Convention Center
- Architect/Design/Real Estate
- Consultant/Specifier
- Retail Store/Supermarket
- Distributor/Dealer/Broker
- Importer/Exporter
- Manufacturer/Mfg. Agent

- Counts will not include exhibitors



Mailing List Rental Agreement

Following is the agreement for obtaining the Florida Restaurant & Lodging Show mailing list. This signed Agreement must be returned prior to the release of the mailing list.

PLEASE READ THE AGREEMENT ("Agreement") CAREFULLY BEFORE SIGNING.

The Florida Restaurant & Lodging Show (FRLS) membership list ("List") is the property of Clarion Events, and you are licensed ("Licensee") to use the list pursuant to the Terms and Conditions of this Agreement. If you are a representative of a business or corporation, you understand that you are signing this Agreement on behalf of the business or corporation and that all provisions of this Agreement apply to that business or corporation.

I. Scope of Single Use License

FRLS grants a limited, single use, non-exclusive, non-transferable license to use the list for the sole purpose as submitted to Clarion Events by the licensee. Any change in the use of the list (as described and submitted to FRLS), requires prior written approval from Clarion Events.

II. Limitations on List Use

The list is proprietary information belonging to the FRLS, who retains exclusive title to and ownership of all rights in the list. These rights are protected under copyright, trade secret and other intellectual property laws and by this Agreement. Any uses not specifically authorized or licensed under this Agreement are prohibited and reserved by FRLS. Licensee's physical possession of the list does not imply any rights that are not specifically licensed in this Agreement.

All information licensed to Licensee pursuant to this agreement is provided for the exclusive use of the Licensee. Licensee agrees that unauthorized use or conveyance of the list, in part or in whole, infringes on FRLS's copyright and trade secrets, is a breach of this Agreement and may cause irreparable harm to FRLS.

Licensee will not make unauthorized use or conveyance of the list, including without limitation making the list available to a competitor of FRLS. Licensee will not use the list to enhance, overlay, tag or add information to any other list, file, or database. Except as expressly set forth herein, no part of the list may be modified, copied, or distributed in any media without FRLS's express prior approval. Licensee is responsible for safeguarding the list at all times from being used or reproduced in any way contrary to the limited license rights granted herein. Licensee may use competent employees, agents, representatives, vendors, or other service providers to process permitted uses, so long as they are advised of the limitations set forth in this Agreement. Licensee is responsible for compliance by any other parties with this Agreement.

Licensee shall take reasonable steps to protect the list using methods at least equivalent to the steps Licensee takes to protect its own proprietary information, but not less than a reasonable standard, during the Term of this Agreement, and for a period of time until the list is properly destroyed and shall prevent the duplication or disclosure of lists other than as provided by this Agreement.

Licensee's use of the list will be conducted in accordance with all applicable laws, regulations, and accepted industry standards. Licensee will not alter, eliminate or otherwise make ineffective the decoys that have been placed in the list by SDMS to help detect unauthorized usage.

FRLS provides information to licensee with the express understanding that all communications and actions by the licensee are their own and the content and method shall comply with all applicable laws and regulations. In the event of a third party dispute, licensee agrees to indemnify FRLS for any costs related to defense or damages, including reasonable attorney fees and court costs.

Provision of a list by FRLS does not imply approval or endorsement of products, programs, or services provided by the Licensee. Each list rental is a separate contract between FRLS and the Licensee and shall imply no obligation of FRLS to enter into future contracts for the use of this list.

III. Termination of Agreement

Upon termination of this Agreement or use of the list by Licensee, the Licensee shall ensure that all copies of the list are completed destroyed, deleted, scratched, and purged from all mediums, including without limitation electronic storage, email, disk, tape, and printed documents. All provisions relating to the protection of FRLS proprietary rights shall survive termination or cancellation of this Agreement.

IV. Penalty for non-authorized use or violations of this Agreement

If the Licensee uses the list in a manner that is not in compliance with this agreement, the Licensee agrees to pay a penalty of up to \$5000 per use of the list plus any attorney fees and court costs. The Licensee understands that the FRLS may also refuse, at it's sole option, to provide the list to the Licensee in the future.

V. Warranty

Although FRLS uses reasonable efforts to ensure accuracy of the lists, FRLS does not represent or warrant that the information contained in the list is complete or free from error, and hereby expressly disclaim any liability to any person for any loss or damage (including but not limited to postage, returned mail fees, etc.) caused by errors or omissions in the list, whether such errors or omissions result from negligence, accident, or any other cause.

VI. Technical Support

FRLS does not provide technical support for the use of the list. The list is provided in standard excel format (first row contains column/field names).

VIII. Execution of Agreement

I hereby acknowledge that I have read this agreement and warrant that I am authorized to sign on behalf of my company or organization. I understand that by signing this agreement, I and/or my company or organization is bound by the terms of this agreement.

Signature of Authorized Representative

Date

Name (Print)

Title (Print)

Company/Organization (Print)