



## **NSRA EVENT SCHEDULE 2024**

Bakersfield, CA . . . . .	April 26, 27, 28
Knoxville, TN . . . . .	May 3, 4
Springfield, MO . . . . .	May 24, 25, 26
York, PA . . . . .	May 31 June 1, 2
Pueblo, CO . . . . .	June 21, 22, 23
Mobile, AL . . . . .	June 28, 29
LOUISVILLE, KY. . . . .	August 1, 2, 3, 4
Davenport, IA . . . . .	August 16, 17
Kalamazoo, MI . . . . .	September 20, 21, 22
Burlington, VT. . . . .	September 27, 28, 29



# *44th* **ANNUAL**

# **STREET ROD NATIONALS NORTH**

**SEPT. 20, 21, 22, 2024**

**Kalamazoo, MI**



# **COMMERCIAL SPACE AGREEMENT**

**EXHIBITOR:** Subject to all terms and conditions set forth in this Agreement, Exhibitor is granted the right to sell and display products and materials; is permitted to sample products and merchandise (except event souvenirs, and food and beverage); distribute catalogs and other promotional materials, such as decals, but all promotional activity must be confined to exhibitor's booth: No signs, sales, models, or any product identification permitted outside the Exhibitor's display area.

**NOTICE**

All vehicles at any/all NSRA events, must be licensed, insured and registered for the event. No motorized or non-motorized contrivances which do not comply with these requirements shall be ridden or driven on the grounds. Only recognized, single occupant handicap contrivances, motorized or non-motorized will be allowed. **The decision of the NSRA Officials will be final.**

**EVENT SOUVENIR ITEMS**

It is hereby agreed and understood that an Exhibitor / Sponsor shall not have the right to use letters, words, numbers or symbols or sell any merchandise or product which would directly or indirectly depict an association with Street Rod Nationals North. It is further agreed and understood that no acts or action shall be performed by an Exhibitor / Sponsor which would, in any way, connote an affiliation with Street Rod Nationals North.

It is further agreed and understood that management of the National Street Rod Association shall determine any violation pursuant to the foregoing paragraph and take any action as necessary to eliminate infringement relative to the foregoing paragraph. Management of the National Street Rod Association shall in its sole discretion determine if the Exhibitor / Sponsor is in breach of the agreement.

**LIABILITY**

Neither the National Street Rod Association, the City of Kalamazoo, the State of Michigan, or the Kalamazoo County Parks Department, their representatives, agents, Kalamazoo County employees or any member or guests of the Street Rod Nationals North and/or the facility on which the activities are presented, is responsible for any injury, loss, or damage from any cause whatsoever that may be suffered by any Sponsor, Exhibitor, their employees, agents, or property. The Sponsor or Exhibitor, upon execution of this agreement, expressly releases the foregoing named associations, parties, individuals, and employees from any and all claims for such loss, damage, or injury.

Any and all restrictions and/or levies imposed or enforced by the facility, the City of Kalamazoo, and/or the State of Michigan and/or Kalamazoo County must be observed by the Sponsor or Exhibitor, and the Street Rod Nationals North staff and/or the National Street Rod Association assume no responsibility or liability whatsoever in matters related to any restrictions and/or levies imposed on any Sponsor or Exhibitor by the event facility, the City of Kalamazoo, and/or the State of Michigan.

No responsibility is assumed by the National Street Rod Association, Nationals Producers, the Kalamazoo County Parks Department, their agents or affiliates, for goods delivered to the Kalamazoo County Parks Department, or for materials left on the premises after the event's closing hours. Sponsors and Exhibitors who wish to insure their promotion and display materials, or components thereof, including products and merchandise, should do so at their own expense. Security guards will patrol the entire fairgrounds area, 24 hours per day.

**OBJECTIONABLE MATERIAL MAY NOT BE SOLD, GIVEN AWAY, DISPLAYED OR PROMOTED IN ANY MANNER.**

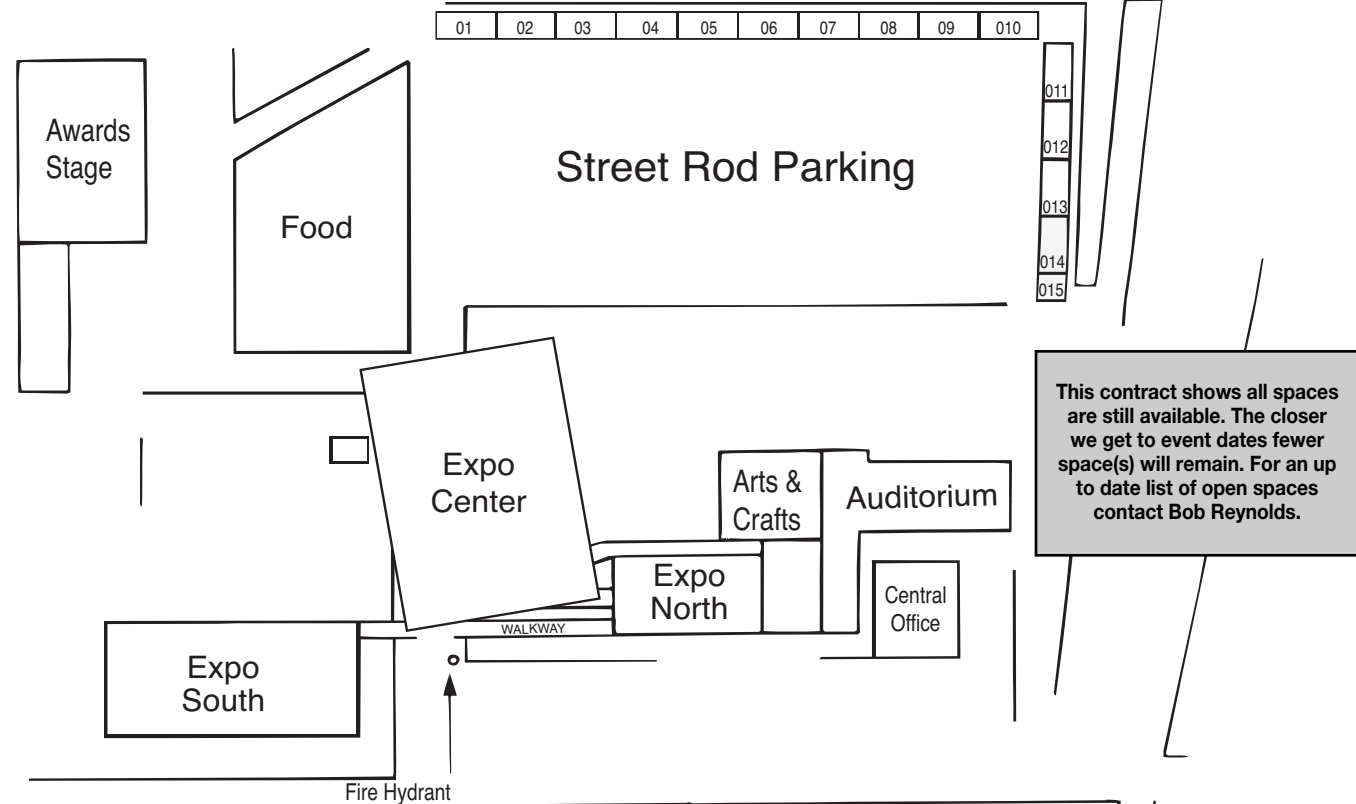
**ELIGIBILITY:** Submission of a commercial space agreement and or payment for exhibit space does not guarantee that exhibit space will be assigned. NSRA reserves the right to determine the eligibility of any exhibitor for inclusion in the event, either before or after proper execution of this agreement.

Applications for rental of exhibit space shall be subject to the approval of NSRA and NSRA reserves the right to reject space applications with or without cause if in the best interest of the event.

**SPACE ALLOCATION:** The method of assigning spaces shall be established by NSRA, and may be changed from time to time without notice to exhibitors in order to accommodate what NSRA perceives as the best interest of the event. NSRA also reserves the right to rearrange exhibitors or adjust the floor plan to accommodate the best interest of the event.

**NO 2, 3 OR 4 WHEEL SCOOTERS MAY BE PROMOTED, ADVERTISED, DEMONSTRATED OR SOLD AT NSRA EVENTS.  
NO AWNINGS OR CANOPIES MAY BE USED INSIDE BUILDINGS.**

- ★ NO EVENT SOUVENIR ITEMS OR FOOD AND BEVERAGES MAY BE SOLD OR GIVEN AWAY BY ANY EXHIBITORS / SPONSORS.
- ★ NO WELDING OR CUTTING DEMONSTRATIONS ALLOWED IN ANY BUILDINGS. NO OPEN HEADER DEMOS ALLOWED.
- ★ "STREET IS NEAT" IN ANY FORM IS A REGISTERED TRADEMARK OF THE NATIONAL STREET ROD ASSOCIATION AND MAY NOT BE USED IN ANY MANNER.
- ★ ALL VEHICLES (OTHER THAN REGISTERED STREET RODS) THAT ARE TO BE IN COMMERCIAL BOOTHS, MUST BE IN PLACE BEFORE 6 PM ON THE FINAL SET UP DAY AND REMAIN THERE UNTIL 1:00 PM SUNDAY.
- ★ CONTROVERSIAL ITEMS, POLITICAL MATERIAL, WEAPONS MAY NOT BE DISPLAYED, PROMOTED OR SOLD.
- ★ IN THE EVENT OF ANY RESTRICTIONS IMPOSED BY LOCAL GOVERNMENT, ALL EXHIBITORS MUST ADHERE TO SAID RESTRICTIONS.



This contract shows all spaces are still available. The closer we get to event dates fewer space(s) will remain. For an up to date list of open spaces contact Bob Reynolds.



# 44TH ANNUAL STREET ROD NATIONALS NORTH KALAMAZOO EXPO CENTER KALAMAZOO, MI     September 20, 21, 22, 2024

S/N

NATIONAL STREET ROD ASSOCIATION ©

We hereby apply for manufacturer's / supplier's participation in the NSRA event listed above. It is our understanding that our participation is subject to all conditions and regulations governing the event and its production. Enclosed is our check, made payable to NSRA, in the amount designed below.

(PLEASE PRINT CLEARLY)                      DATE: \_\_\_\_\_                      PHONE: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_                      FAX: \_\_\_\_\_

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

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

EMAIL: \_\_\_\_\_

PRODUCT: \_\_\_\_\_

IF YOU WILL BE USING A TRAILER AS PART OF YOUR DISPLAY. HOW LONG \_\_\_\_\_.

WHICH SIDE OPENS? (Check One)     DRIVER     PASSENGER

NAME OF PERSON TO BE IN CHARGE OF COMPANY'S ACTIVITIES: \_\_\_\_\_ (PLEASE PRINT)

AUTHORIZED BY: \_\_\_\_\_                      TITLE: \_\_\_\_\_

MUST BE SIGNED

\*This Agreement contains a Release and Indemnification provision for the benefit of National Street Rod Association and the Kalamazoo County Fairgrounds. Read this agreement carefully. Your signature indicates your full understanding and acceptance of all terms and conditions of this agreement.

Space may be purchased inside the exhibit building or outside on the grounds.  
 Total size of space required is \_\_\_\_\_ x \_\_\_\_\_. Inside \_\_\_\_\_ Outside \_\_\_\_\_ .

10' x 10' space ..... \$500.

Additional footage @ \$100. per 10' x 10' ..... + \_\_\_\_\_

**Super Prize Program Discount:** (For Super Prize Program Participants Only) ..... - \_\_\_\_\_

**Discount:** \$100. if total amount due is received **no later than 30 days before set up day.** ..... - \_\_\_\_\_

**All space purchased or balance due not paid in full 10 days before set up day add \$100 to total due.** ..... + \_\_\_\_\_

Total ..... \_\_\_\_\_

**Non-Refundable Non-Transferrable Deposit:** Must be at least 50% of total ..... \_\_\_\_\_

Balance due **30 days before set up day.** ..... \_\_\_\_\_

All space reservations paid for after **30 days before set up day** must be paid by cashiers check or money order. **When paying deposits or balance due invoices, separate checks for each event would be appreciated. Please make all checks payable to NSRA.**

CS _____ CR _____ CF _____	<p><i>You have my permission to charge the total booth cost plus 5% surcharge to my Visa, Mastercard, American Express, or Discover. Credit card payments must be for 100% of total space purchased.</i></p> <p><b>Credit Card Number:</b> _____    <b>Exp Date:</b> _____    <b>CVC:</b> _____</p> <p><b>Card Holder Signature:</b> _____</p>
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**No Refunds after 30 days before set up day.**

**CAMPING:** On site camping is available at this event to registered participants and commercial exhibitors only. Camping is available Thursday through Saturday nights. Limited hookups (extra fee) will be available on site from the campground supervisor on a first come basis. You must have your exhibitor credentials before camping credentials will be issued. RV's may have NO in and out privileges.

**SET UP DAY:** Wednesday and Thursday 9:00 a.m. to 5:00 p.m.

**ELECTRICAL SERVICE:** There is no charge for normal 110V. Limited 110V electric available outside.

**BUILDING HOURS:** 9:00 a.m. to 5:00 p.m. Friday and Saturday, 9:00 a.m. to 1:00 p.m. Sunday (Exhibitor door opens at 8:30 daily).

**DECORATOR:** We will setup backdrop drapes and side drapes (for inside exhibitors only). Any other items may be rented from the decorator. He will send you an order form prior to the event.

**EXHIBITOR PARKING:** All exhibitors (except those driving street rods) must park and stay during the event hours in the designated parking area.

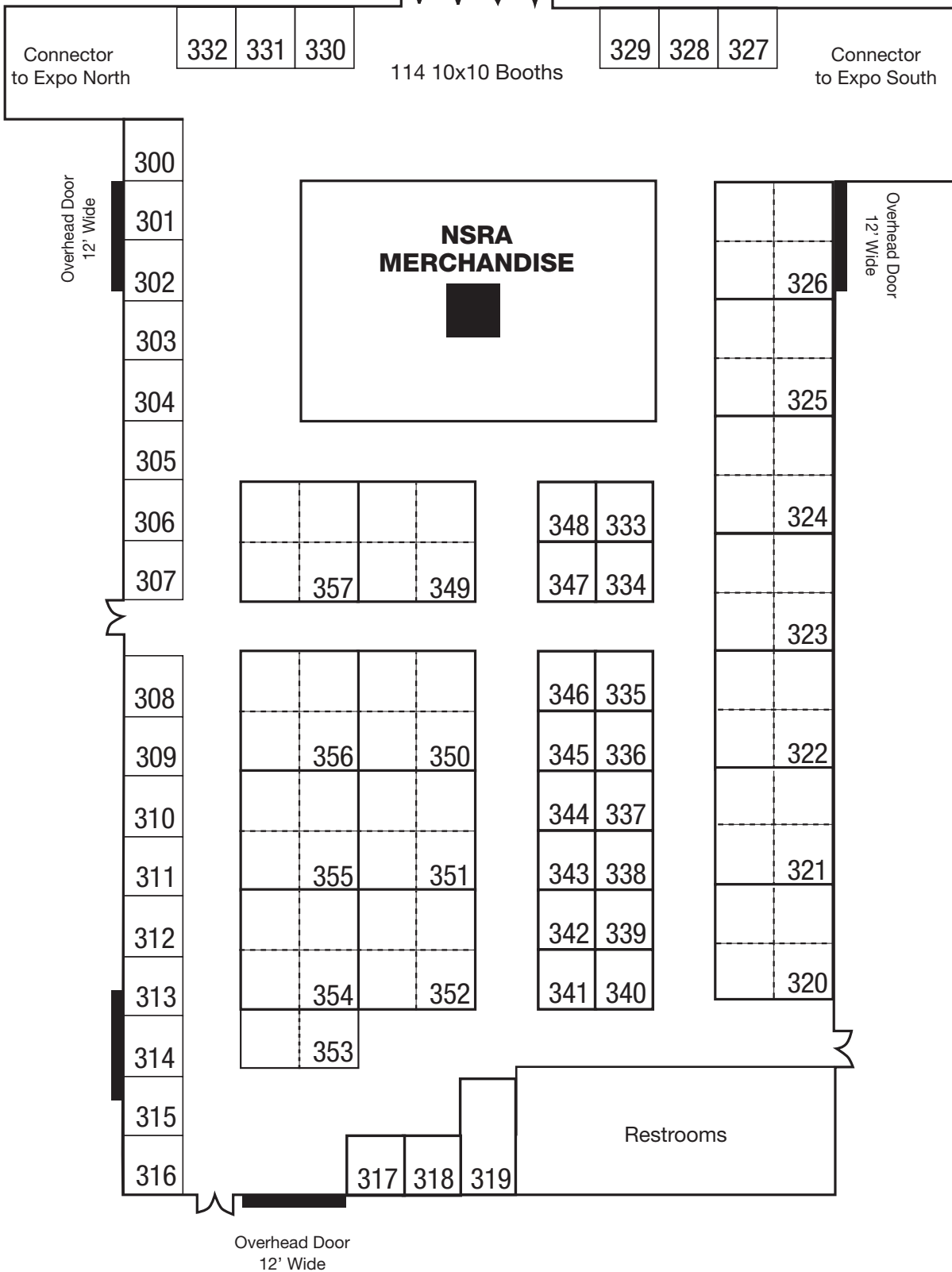
**CREDENTIALS:** Exhibitors will be issued up to 6 people passes and 2 vehicle passes per contract. These must be picked up at the event on set up day.

**Return this contract with payment and space requirements to:**  
**BOB REYNOLDS, Director, Advertising & Sales**  
 2365 Royal Oaks Drive, Alamo, CA 94507  
 Phone: (925) 855-1808 • Fax: (925) 855-1809  
 NSRABOB@yahoo.com

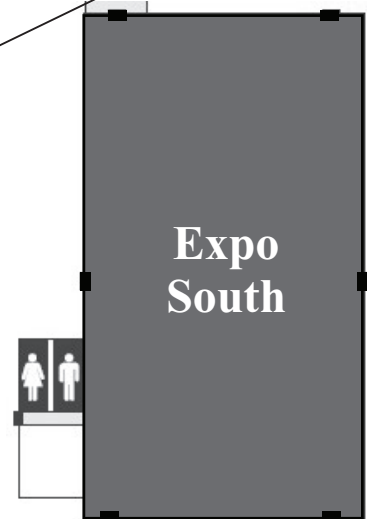
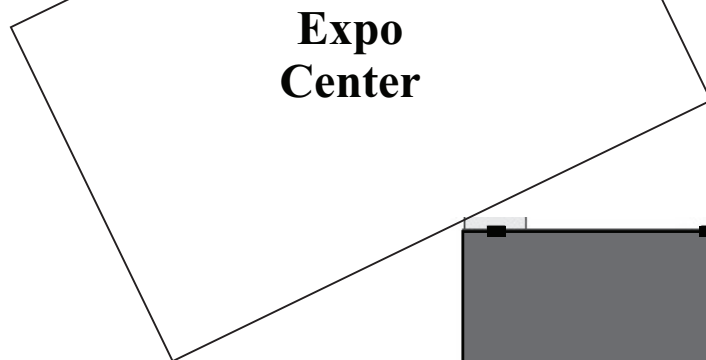
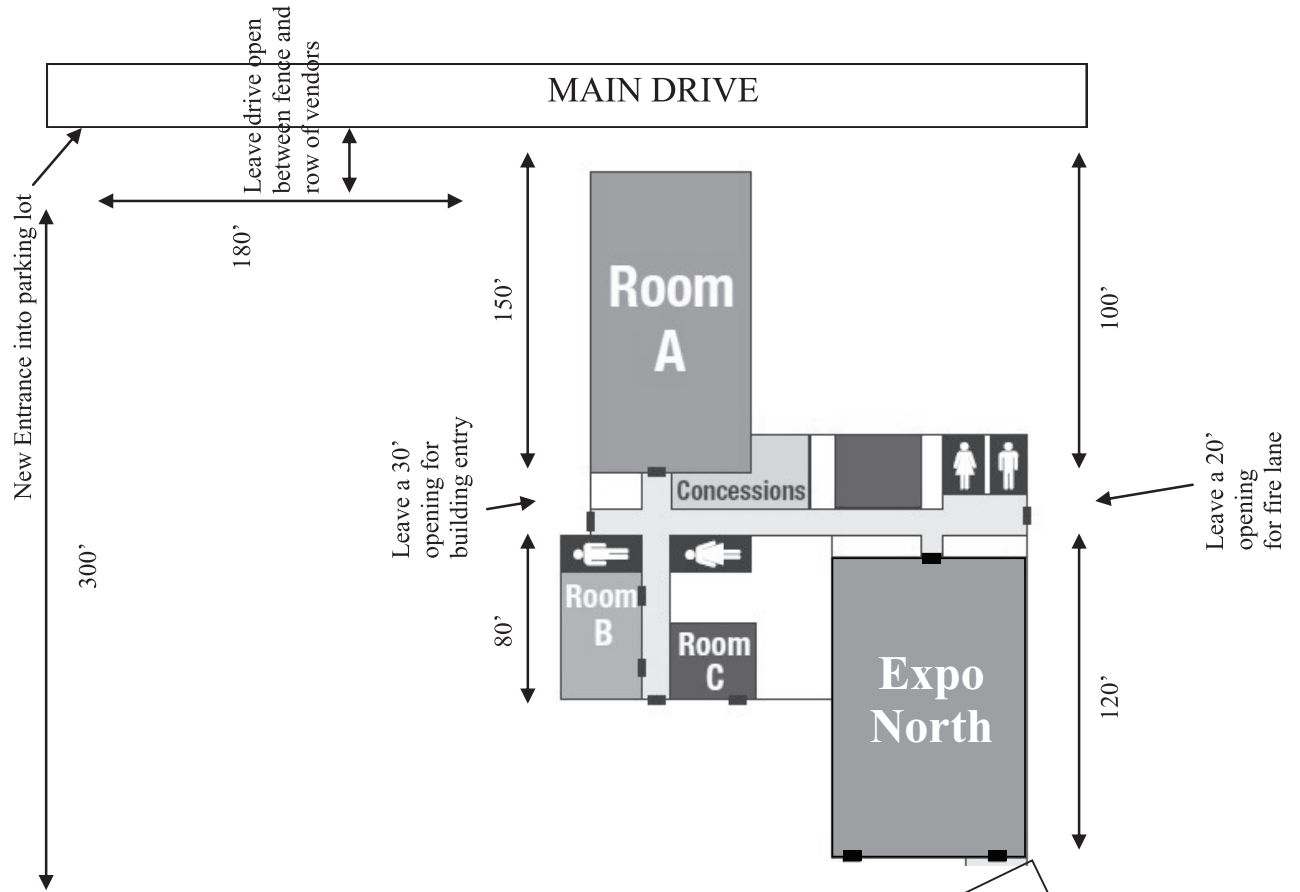
**Additional Information:**  
**TOM VOLLBRECHT**  
 (651) 213-3183  
 tvollbrecht@nsra-usa.com

www.nsra-usa.com

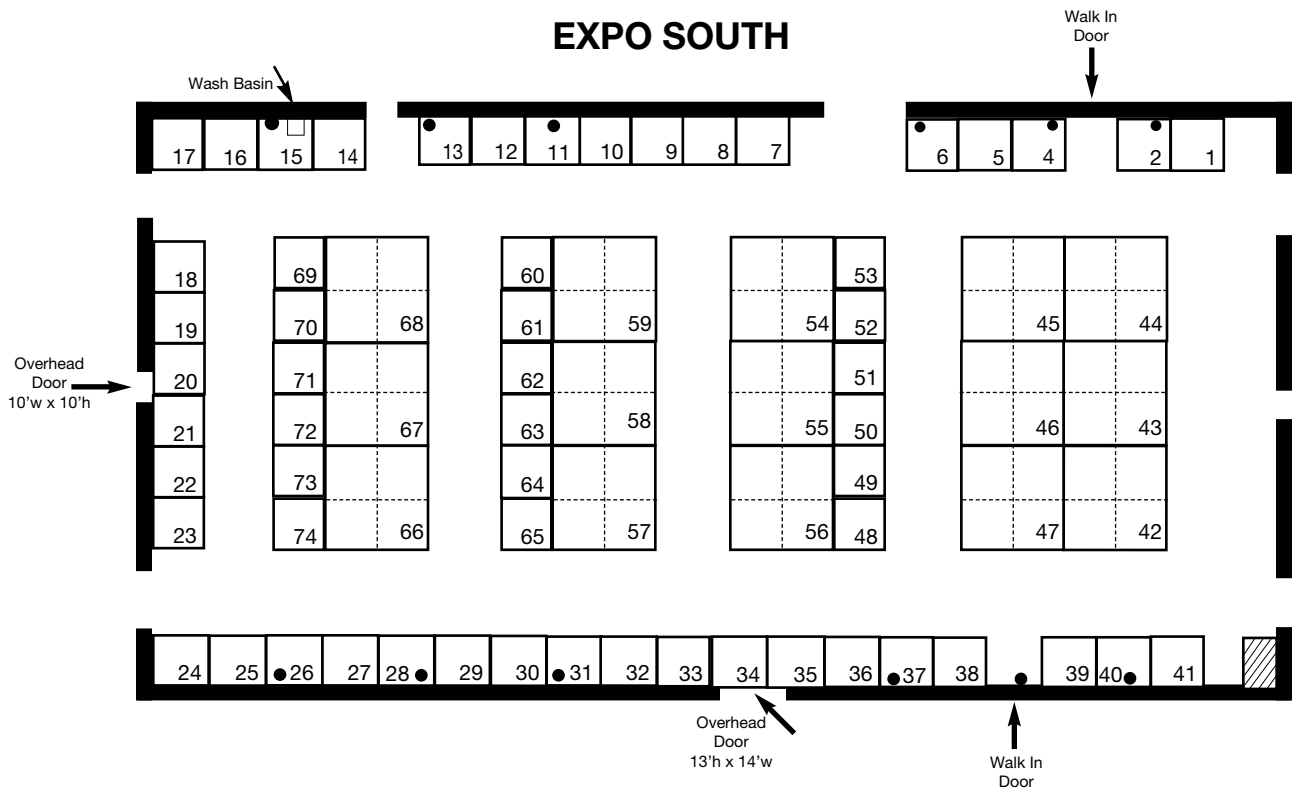
Exit to Lobby



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# EXPO SOUTH



Interior posts are 14" wide and protrude 2' from the wall at the 8' height.  
 ● Vendors in spaces 7-24 and 32-51 must be able to work around these posts on the wall.



### MARK SPACES IN ORDER OF CHOICE

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

### INFORMATION:

**BOB REYNOLDS**  
 2365 Royal Oaks Drive  
 Alamo, CA 94507  
 Phone: (925) 855-1808  
 Fax: (925) 855-1809  
 NSRABOB@yahoo.com

### ADDITIONAL INFO:

**TOM VOLLBRECHT**  
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