



VENDOR REGISTRATION FORM / CONTRACT  
October 13-15, 2017 : DCU Center/The Palladium  
Worcester, MA  
[www.rockandshock.com](http://www.rockandshock.com)

### General Info:

Rock and Shock dealer room will be open:

**Friday, October 13th, 2017 from 5pm - 10pm**

**Saturday, October 14th, 2017 from 11:00am - 9:00pm**

**Sunday, October 15th, 2017 from 11:00am-5:00pm**

Rock and Shock Convention is being held at:

**DCU Center**

**50 Foster St.**

**Worcester, MA 01608**

For questions you can reach us:

Email: [michaelwelch@rockandshock.com](mailto:michaelwelch@rockandshock.com)

Phone: 774-218-2414

Local Hotels:

**Hilton Garden Inn - Worcester, MA & Holiday Inn Express – Worcester, MA**

### Vendors/Exhibitors Set Up

--Vendors/exhibitors will be permitted to set up from 9AM - 4pm on Friday, October 13th, 2017.

--Loading doors are **#25 and #26** on Commercial St. (this area is located on the back side of the building).

--Driving into the venue will be permitted, although all vehicles **MUST** be removed from the venue by 11:30AM on Friday. If you are driving in you are required to unload your vehicle and drive back out **BEFORE** setting up your booth so there will be room for other vehicles to drive in.

--If the driving lanes in the venue are full when you arrive with your vehicle, you will have to wait for vehicles to leave before you are allowed to drive in. No vehicles will be allowed entry after 11:15AM.

--The loading doors will close **PROMPTLY at 11:30AM** so as to set up the rest of the celebrity area. This is a courtesy we offer to you to make things as easy as possible, so please be on time if you plan on driving in.

--If not driving in, please bring a hand truck with you, as we do not have any on hand. Vendors that drive in should also bring a hand truck, as they may not be able to park directly next to their booth.

--Please give yourself enough time to unload and set up your booths!

## Booth Specifications

Included with each 10' x 10' booth is as follows:

- 8' high draped wall back and 3' high side drape
- One (1) 6' skirted table
- Two (2) folding chairs
- One (1) wastebasket
- One (1) 7" x 44" ID sign with booth number
- Two (2) vendor passes per booth

Note: You can rent extra items from the decorator or feel free to bring your own. Pop up tents, extra tables, display racks, etc. are all allowed as long as they fit into your booth!

## Extra Amenities/Equipment

- The decorator will be on hand upon load in and throughout the convention.
- Electricity is a separate charge. Please note on your application if you would like to order electricity. Electricity is \$75.00 for the weekend.
- Additional tables are available at an extra cost. To avoid more expense, please feel free to bring extra tables to fill your booth and display your merchandise adequately.

### \*\*\* PLEASE READ - VENDOR BADGES/PASSES \*\*\*

- Please read the following vendor badge policy, understand it and agree to it before becoming a vendor.
- Vendors will receive **TWO** vendor badges per table purchased. Any extra badges must be purchased, with a **LIMIT OF FOUR PER BOOTH**. Your vendor pass allows you access to the convention hall and the Palladium concert venue for the whole weekend. Vendor wristbands can only be purchased from Rock and Shock, are not transferrable and if caught breaking these policies you will be asked to leave. There are no refunds of vendor space/amenities purchased.

## RULES AND REGULATIONS

- Please read the following rules and regulations governing the Rock and Shock Convention, and if you have any questions or concerns, please contact Mike at [michaelwelch@rockandshock.com](mailto:michaelwelch@rockandshock.com).
- By filling out, signing and returning the resulting contract, you confirm that you have read the following, agree to, and will comply with, all rules and regulations as stated below.
- 1.** All vendor/exhibitor booths/spaces must be manned at all times.
- 2.** Vendor/exhibitor booths/spaces **MUST** remain intact throughout the hours of the convention and may not be dismantled prior to the closing of the convention.
- 3.** If any vendor/exhibitor has special requirements, including but not limited to large display racks, easels, stand-ups, etc. Rock and Shock staff **MUST** clear them at the time the tables/space is booked. Vendors may not hang large banners in any areas of the convention except within their own vendor area.
- 4.** All vendors/exhibitors agree to hold blameless Rock and Shock, [www.rockandshock.com](http://www.rockandshock.com), the Palladium, and all Rock and Shock and Palladium staff members and workers, as well as Centrum/DCU Center entities, employees and agents, against any loss, damage, theft, expenses, claims or actions arising from any personal or property damage, loss or theft due to said vendor's/exhibitor's participation in the Rock and Shock event.
- 5.** In addition, all vendors/exhibitors acknowledge that Rock and Shock and all Rock and Shock/Palladium staff members, workers, and DCU Center entities, employees and agents,

will **NOT** provide or maintain insurance coverage for vendor's/exhibitor's persons or property, and it is their sole responsibility to obtain insurance covering such loss.

**6.** Rock and Shock and [www.rockandshock.com](http://www.rockandshock.com) in no way endorses any vendor's/exhibitor's merchandise, exhibits, views, beliefs, or actions. All vendors/exhibitors are deemed to be their own business/entity and in no way reflect the views, beliefs, intentions and/or direction of [www.rockandshock.com](http://www.rockandshock.com) or Rock and Shock.

Vendors/exhibitors do not represent Rock and Shock in any way.

**7.** All merchandise bought or sold at Rock and Shock is done strictly between vendors/exhibitors and attendees/buyers. The Rock and Shock convention and [www.rockandshock.com](http://www.rockandshock.com) are not party to or responsible in any way for any transactions made between said parties.

**8.** Each vendor is responsible for all federal, state and local taxes required by law to be owed based on your individual dealings during the convention. Please go to Webfile For Business - Massachusetts at [www.mass.gov](http://www.mass.gov) and sign up if you are not currently holding a permit. Explanation of Sales and Use Tax in Massachusetts can be found at [www.mass.gov](http://www.mass.gov).

**9.** No pornographic, illegal, stolen or copyright infringed merchandise please. Violation of this may result in vendor being asked to leave, and there will be no refunds of vendor space/amenities purchased. Rock and Shock reserves the right to decide what is appropriate/ inappropriate material.

**10.** No space is guaranteed in any instance. Please read then fill out and submit the form below for processing. All tables/spaces will be reserved on a first paid, first served basis (by postmark or date stamp). This application form alone will reserve no tables/spaces. Payment must be made and accompany the contract resulting from filling out this form and mailing it to the address provided.

Booths are reserved only with the receipt of payment and this contract.

Checks made payable to: **THE PALLADIUM**

Please send payments and signed contracts to:

The Palladium  
% Rock and Shock  
261 Main Street  
Worcester MA 01608

**Thank you for your participation at Rock and Shock 2017!!!**



**VENDOR REGISTRATION FORM/CONTRACT**  
**OCTOBER 13-15 2017 : DCU CENTER/THE PALLADIUM**  
**WORCESTER, MA**  
**WWW.ROCKANDSHOCK.COM**

**REGISTRATION INFORMATION**

COMPANY NAME	CONTACT	
EMAIL	PHONE	
ADDRESS	CITY	
STATE	ZIP	WEBSITE URL

**ORDER FORM**

NUMBER OF REGULAR BOOTH SPOTS	@ \$300.00 = \$
NUMBER OF ENDCAP BOOTH SPOTS	@ \$400.00 = \$
NUMBER OF EXTRA VENDOR PASSES	@ \$25.00 = \$
ELECTRICITY FOR THE WEEKEND	@ \$75.00 = \$
TOTAL DUE: \$	

**PAYMENT INFORMATION**

CHECK ENCLOSED \_\_\_\_\_ PAYABLE TO: THE PALLADIUM  
MAIL TO: THE PALLADIUM-- % ROCK AND SHOCK-- 261 MAIN STREET- WORCESTER MA 01608  
CREDIT CARD: VISA – MC – AMEX : CARD NUMBER \_\_\_\_\_ EXP \_\_\_\_\_  
FULL NAME ON CARD: \_\_\_\_\_

**DESCRIBE THE MERCHANDISE YOU SELL**

**RETURNING VENDORS**

I WOULD LIKE THE SAME SPOT AS LAST YEAR IF POSSIBLE \_\_\_\_\_  
I WOULD LIKE TO TRY A DIFFERENT SPOT THIS YEAR \_\_\_\_\_

**SIGNATURE**

I HAVE READ AND AGREE WITH THE RULES/POLICIES OF THE ROCK AND SHOCK CONVENTION.

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_