



CIGARS
COFFEE
CHOCOLATE




Join As An Exclusive Partner
EXHIBITION AGREEMENT

Why Exhibit at the 3C's Las Vegas

Ahern Hotel, Las Vegas
September 13–14, 2025

The 3C's Show is more than a trade event—it's a curated lifestyle experience that brings together premium brands, passionate buyers, and a high-energy crowd ready to explore, engage, and invest.



✓ **An Audience That Buys, Tastes, and Talks**


Your products aren't just seen—they're experienced. Guests sip, smoke, sample, and shop in real time.

✓ **Set the Stage for Your Brand Story**

From custom lounges to curated pairings and live demonstrations, you'll connect with customers in a way they'll never forget.

✓ **More Than Exposure—It's Legacy**

This event is designed to become an annual pilgrimage for upscale enthusiasts. *This isn't just history in the making—it's your name etched into it.*



Limited space. Maximum exposure.

EXHIBITOR CONTRACT

AGREEMENT

The undersigned Exhibitor hereby agrees to lease from 3C Shows LLC as described in this document, at 3C's Las Vegas, September 13 - 14, 2025, at the Ahern Hotel in Las Vegas, Nevada. The exhibiting company and its representatives agree to abide by the rules, regulations, and guidelines established by 3C Shows LLC.

EXHIBIT FEE - SPECIAL INTRODUCTORY RATE

One 10' x 10' booth = 100 sq. ft.

10 X 10 = \$1200.00

10 X 20 = \$2400.00

20 X 20 = \$4200.00

TERMS OF PAYMENT

This contract and a 50% deposit must be received by 3C Shows LLC to reserve exhibit space. The balance of the exhibit fee is due by June 13, 2025. A charge of 50% of the total exhibit fee will apply for all cancellations. Cancellations made after May 1, 2025 will receive no refund.

It shall be the Exhibitor's responsibility to ensure that the exhibit space(s) specified in this agreement conform(s) to the show's official floor plan and the rules, regulations, and guidelines established by 3C Shows LLC. If this agreement and the floor plan do not agree, the floor plan shall govern. Subject to receiving payment as described, the following exhibit space(s) is (are) reserved for you at this time by 3C Shows LLC. The Exhibitor understands and agrees that show management reserves the authority to reassign exhibit space dimension and location at the show. Spaces confirmed are not transferable.

I ACKNOWLEDGE

I have read the 3C Shows Terms and Conditions for display, rules and regulations that apply to 3C's Las Vegas on September 13-14, 2025, at the Ahern Hotel in Las Vegas, Nevada.

TERMS AND CONDITIONS

With check box, I have read and agree to the Terms and Conditions on pages two and three.

BOOTH SELECTION

Booth Size: _____

Booth Cost: \$ _____

50% deposit, due with contract: \$ _____

Balance due by June 13, 2025: \$ _____

EXHIBITOR INFO

Exhibiting Firm: _____

Address: _____

City/State/Zip: _____

Phone: _____ Website: _____

NAME OF CONTACT PERSON PERTAINING TO THE EXHIBIT

Name: _____

Title: _____

Phone: _____ Email: _____

DEPOSIT & PAYMENT METHOD

\$ _____ (50% deposit is due with this contract)

Payment method:

Invoice

Visa

Check (payable to 3C Shows)

MasterCard

American Express

Discover

Card Number: _____

Exp. Date: _____ Verification Code: _____

Name on Card: _____ Signature: _____

AUTHORIZATION

Authorization: I am authorized to enter into this agreement on behalf of the exhibiting company. By this signature, I agree to abide by the rules, regulations and guidelines established by 3C Shows LLC.

Print Name Date

Signature

TERMS AND CONDITIONS

Defined Terms.

"Event" shall refer to the 3C Shows on September 13-14, 2025, at the Ahern Hotel located at 300 West Sahara Avenue, Las Vegas, NV 89102, including all associated promotions and activities organized before, during, or in connection with the show. "Exhibitor" shall refer to the entity or person that executes this Contract and each of its officers, directors, shareholders, employees, contractors, representatives and/or invitees, as applicable. The term "Contract" means this agreement, all amendments, and modifications thereto, and all other materials, documents, rules and regulations expressly incorporated herein by reference.

CONTRACT ACCEPTANCE

This Contract shall become binding and effective only when it has been signed by the Exhibitor and accepted as valid by a duly authorized representative of 3C Shows. The final exhibit space specifics and/or location may be different from the Exhibitor's original requests. 3C Shows reserves the right to deny access to any company.

QUALIFICATIONS OF EXHIBITOR

3C Shows, in its sole discretion, determines whether a prospective exhibitor is eligible to participate in the Event. Eligibility is generally limited to persons or firms that manufacture or supply products, equipment, tools or services used for cigars, coffee, or chocolate.

Show management reserves the right at any time to refuse the rental of exhibit space to any company whose display of goods or services is not, in the opinion of show management, compatible with the general character and objectives of the exhibition, or to remove or change exhibits it finds offensive.

CONTRACT

Any terms referenced in the Exhibitor Contract, including all payment terms, are incorporated into these terms and conditions.

CANCELLATION BY EXHIBITOR

If Exhibitor cancels this Contract, Exhibitor may only do so by giving notice thereof in writing sent to 3C Shows with evidence of receipt. If such written notice is received at least 90 days prior to the opening date of the Event, then Exhibitor will remain liable for 50% of the total exhibit fee. If notice of cancellation is received less than 90 days prior to the Event, Exhibitor will remain liable for 100% of the total exhibit fee, regardless of when this Contract is executed by Exhibitor. In addition, Exhibitor will remain liable for 100% of all fees paid or payable in respect of sponsorships and promotional products, regardless of when this Contract is executed or cancelled by Exhibitor. These amounts are considered to be liquidated and agreed upon damages, for the injuries 3C Shows will suffer as a result of Exhibitor's cancellation. This provision for liquidated and agreed upon damages is a bona fide provision and not a penalty. The parties understand that the withdrawal of the space reserved from availability and, if applicable, the cancellation of sponsorships and/or promotional materials, in each case at a time when other parties would be interested in such space and/or products, will cause 3C Shows to sustain substantial damages that will not be capable of determination with mathematical precision. Therefore, the provisions for liquidated and agreed upon damages have been incorporated into this Contract as a valid preestimate of these damages. The date of cancellation shall be the date 3C Shows receives the notice. 3C Shows reserves the right to treat Exhibitor's downsizing of booth space as cancellation of the original space and purchase of new booth space, and Exhibitor may be required to move to a new location.

CANCELLATION OF THE EVENT

If 3C Shows cancels the Event due to circumstances beyond the reasonable control of 3C Shows (such as riot, civil disorder, act of war, act of God, terrorism, epidemic, pandemic, government mandated restrictions, or any cause whatsoever that is not within 3C Shows' reasonable control), 3C Shows shall refund to Exhibitor its exhibit space rental payment previously paid, minus a 25% administrative processing fee, in full satisfaction of all liabilities of 3C Shows to Exhibitor. 3C Shows reserves the right to cancel, rename or relocate the Event or change the dates on which it is held. If 3C Shows changes the name of the Event; relocates the Event to another event facility and/or city or converts the Event to virtual/digital in nature; or changes the dates for the

Event to dates that are not more than 90 days prior or 13 months later than the dates on which the Event originally was scheduled to be held, no refund will be due to Exhibitor, but 3C Shows shall assign to Exhibitor, in lieu of the original space, such other space as 3C Shows deems appropriate and Exhibitor agrees to use such space under the terms of this Contract. If 3C Shows elects to cancel the Event other than for a reason previously described in this paragraph, 3C Shows shall refund Exhibitor its exhibit space rental payment previously paid, in full satisfaction of all liabilities of 3C Shows to Exhibitor. Exhibitor agrees that, except as expressly provided in this paragraph, it waives all claims for damages or compensation resulting from or relating to the cancellation, renaming, relocation or rescheduling of the Event.

SPONSORSHIP

Sponsorship offerings are available to current-year Exhibitors. Should an Exhibitor, who is also a sponsor, cancel their exhibit space, Exhibitor will remain liable for 100% of all fees paid or payable in respect of sponsorships and promotional products, regardless of when this Contract is executed or cancelled by Exhibitor. See Clause Cancellation by Exhibitor. Any cost incurred for any changes after the artwork is submitted will be the responsibility of the sponsor.

INSTALLATION & DISMANTLING

Exhibitors must comply with the move-in and move-out times provided by 3C Shows. If an Exhibitor fails to remove an exhibit in the allowed time, 3C Shows shall be permitted (at Exhibitor's sole expense) to remove and place same in a warehouse subject to the Exhibitor's disposition, and/or to ship to Exhibitor via common carrier with all charges to follow at no liability to 3C Shows. All exhibits must remain intact until the Exhibition is officially closed.

LIABILITY AND WAIVER SUBROGATION

3C Shows, Ahern Hotel, and their employees and representatives shall not be responsible for any loss, damage or injury to person or property that may be suffered by the Exhibitor, or the Exhibitor's employees, from any cause whatsoever arising out of participation in the Event prior, during or subsequent to the period covered by this exhibit application, excluding that caused by or resulting from the negligence of 3C Shows, Ahern Hotel, and their employees and representatives. Exhibitor shall indemnify, defend and hold harmless 3C Shows, its officers, directors, employees and agents against and from any and all losses, costs, damages, liability, or expenses (including attorney's fees) arising from or by any reason of any accident, bodily injury, property damage or other claims or occurrences to any person, including Exhibitor, its employees and agents, or any business invitees of or related to Exhibitor's occupancy or use of the booth space and any other leased area(s) of the Ahern Hotel. The terms of this provision shall survive the termination or expiration of this Contract. Exhibitor shall obtain, at its own expense, adequate insurance against any such injury, loss or damage. The Exhibitor waives the right of subrogation by its insurance carrier(s) to recover losses sustained under Exhibitor's insurance applications for real and personal property. If requested, the Exhibitor, as a condition to participation in the Event, shall obtain from its insurer(s) a waiver of subrogation consistent with this provision.

INSURANCE

Exhibitor shall, at its own expense, secure and maintain insurance for the entire duration of the Event (move-in through move-out). All such insurance shall be primary of any other valid and collectible insurance of Exhibitor and shall be written on an occurrence basis. Claims made policies are not acceptable and do not constitute compliance with Exhibitor's obligations under this paragraph.

GENERAL LIABILITY INSURANCE

The limits for bodily injury and property damage combined shall be at least \$1,000,000. Certificates of Insurance stating such limits shall also provide that the policy may not be cancelled without 15 days advance written notice to 3C Shows and must be in effect starting with the first move-in day of the show through the last move-out day of the show. All property of the exhibitor is understood to remain under his/her custody and control, in transit to or from the confines of the hall, subject to the rules and regulations of the trade show. Note: If applicable, 3C Shows, Ahern Hotel require an Insurance Certificate on file for the exhibiting company prior to the tradeshow. Exhibitors will not

be allowed on the tradeshow floor without an Insurance Certificate or Waiver of Liability.

EXHIBITOR UPDATES

If applicable, 3C Shows will provide Exhibitor information and updates to the designated representative of the Exhibitor. The designated representative of the Exhibitor will also receive updates about the Event via fax, mail, e-mail and/or SMS.

INCORPORATION OF RULES AND REGULATIONS

Any and all matters pertaining to the Event and not specifically covered by the terms and conditions of this Contract shall be subject to determination by 3C Shows in its sole discretion. 3C Shows may adopt rules or regulations from time to time governing such matters and may amend or revoke them at any time, upon reasonable notice to Exhibitor. Any such rules and regulations (whether or not included in an Exhibitor Service Manual (if applicable) or similar document) are an integral part of this Contract and are incorporated herein by reference. Exhibitor shall observe and abide by additional regulations made by 3C Shows as soon as they are communicated to Exhibitor. This Contract (including the Exhibitor Service Manual (if applicable) and any additional rules or regulations adopted by 3C Shows from time to time) states the entire agreement of the parties with respect to the subject matter hereof.

GENERAL TERMS AND CONDITIONS 3C Shows has sole control over show policies. Except as expressly provided in this Contract, all monies paid by Exhibitor shall be deemed fully earned and non-refundable at the time of payment. Exhibitor shall conduct itself at all times in accordance with normal standards of decorum and good taste. In addition to its right to close an exhibit and withdraw acceptance of the contract, 3C Shows in its sole judgment may refuse to consider for participation in future Events an Exhibitor who violates or fails to abide by the contract and any of the accompanying rules and regulations. Any amendment to this Contract must be in writing and signed by an authorized representative of 3C Shows.

ASSUMPTION OF RISKS; RELEASES

Exhibitor expressly assumes all risks associated with, resulting from, or arising in connection with Exhibitor's participation or presence at the Event, including, without limitation, all risks of theft, loss, harm, damage, or injury to the person (including death), property, business or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of God or otherwise. Exhibitor has sole responsibility for its property or any theft, damage or other loss to such property (whether or not stored in any courtesy storage area), including any subrogation claims by its insurer. Neither 3C Shows nor the Ahern Hotel accepts responsibility, nor is a bailment created, for property delivered by or to Exhibitor. Neither 3C Shows nor the Ahern Hotel shall be liable for, and Exhibitor hereby releases all of them from, and covenants not to sue any of them with respect to, any and all risks, losses, damages and liabilities described in this paragraph.

GIVEAWAYS, DRAWINGS, AND DISTRIBUTION OF GIFTS AND/OR FOOD PRODUCTS

3C Shows holds the right to restrict or prohibit any contest, promotion, or giveaway that causes blocking or disturbance to other exhibits or patrons. It is the responsibility of Exhibitor to notify all winners of any drawing, contest, or giveaway. Food and beverage products may be distributed in sample quantities by those exhibitors engaged in the processing of these products. Other exhibitors wishing to dispense sample foods and/or beverages must conform with the exhibit facility's regulations and receive approval in advance from 3C Shows.

OUTSIDE EXHIBITS/HOSPITALITY SUITES

Exhibitor is prohibited, without express written approval from 3C Shows, from displaying products/services and/or other advertising material in areas outside its booth space such as, but not limited to, trade show aisle space, parking lots, hotel lobbies, lounges, corridors, sleeping rooms, etc., as well as unauthorized facility tours. Exhibitor also agrees not to operate hospitality suites or host any hospitality functions during official Event hours or when any 3C Shows sponsored activities are being held. All requests for a hospitality suite or public function space must be made through 3C Shows. If Exhibitor cancels or fails to occupy the exhibit space during official Event hours, 3C Shows reserves the right to notify the hotel to cancel any hospitality space

and/or hotel guest rooms under Exhibitor's name. Exhibitor shall remain liable for the payments made to the hotel.

BOOTH ACCESSIBILITY

Under Title III of the Americans with Disabilities Act, each exhibitor is responsible for making his exhibit accessible to the disabled and shall indemnify show management and the Ahern Hotel against failure to do so. Exhibitors who have constructed, or are planning to construct, multi-level booths must comply with federal law and all state and local fire and safety codes.

FIRE PROTECTION

No combustible decoration, such as but not limited to crepe paper, tissue paper, cardboard, or corrugated paper, shall be used at any time. All packing containers, excelsior or wrapping paper are to be removed from the exhibit floor and must not be stored under tables or behind displays. All decorations and booths must be of flame-proofed materials. Exhibitor shall be solely responsible for all fire damages and costs.

DAMAGE TO PROPERTY OF OTHERS

Exhibitor shall be solely responsible for the cost of any damage to the Ahern Hotel, property of others, and any other claims and cost arising out of Exhibitor's use of the leased area(s), regardless of how or by whom such damage was caused.

CARE OF BUILDING AND EQUIPMENT

Exhibitor, its employees, representatives, or agents must not injure or deface the walls or floors of the building, the booths, or the equipment of the booths. When such damage appears, Exhibitor is liable to the owner of the property so damaged. Nothing will be posted on, tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, ceiling, furniture, or other property of the exhibit facility.

VIOLATION OF RULES AND REGULATIONS

Violation of this Contract or any rules and regulations governing the Event, may result in one or more of the following actions taken against the Exhibitor: 1) the Exhibitor may be prohibited from exhibiting at the current year's Event and will forfeit all booth payments; and 2) the Exhibitor may be prohibited from exhibiting at future events. This list of actions is not exhaustive and does not in any way limit available remedies provided in other provisions of this Contract or by law or equity. No delay by 3C Shows in exercising any right, power or privilege hereunder shall operate as a waiver thereof, nor shall any single or partial exercise by 3C Shows of any other right, power or privilege hereunder preclude any other or further exercise of any other right, power or privilege hereunder.

GOVERNING LAW

This contract is governed by the laws of the State of Nevada as applied to contracts entered into and entirely performed within such state. Exhibitor agrees that the courts located in the State of Nevada shall constitute the exclusive forum for the resolution of any and all disputes arising out of, connected with or related to this contract or the breach of any provision of this contract. Exhibitor waives any right to assert lack of personal or subject matter jurisdiction and agrees that venue properly lies in Nevada.

Initial _____