

24th Annual Westberg Parish Nurse Symposium
Presented by the International Parish Nurse Resource Center
St. Charles Convention Center ■ St. Charles, Missouri ■ September 17-19, 2010



Thriving in a Changing World
September 17-19, 2010

24th Annual Westberg Parish Nurse Symposium

Sponsorship and Exhibitor Information

International Parish Nurse Resource Center
www.parishnurses.org

MAC Meetings & Events
www.macmeetings.com



The Westberg Symposium

The Westberg Symposium is a professional meeting for the specialty practice and ministry of parish nursing. Named after the founder of the modern day parish nursing movement, the Rev. Dr. Granger E. Westberg, and now in its 24th year, this Symposium offers a myriad of educational and networking opportunities for parish nurse coordinators, nursing faculty, faith leaders and parish nurses from across the US and abroad. Resources found at the Westberg Symposium are shared by the parish nurses in health systems, congregations and communities.

What is a Parish Nurse? Registered nurses work in faith communities to promote healthy minds, bodies, spirits, and communities. They provide health education, health assessment and counseling, develop support groups, coordinate volunteers, and serve as a liaison to community resources through a lens of health and faith.

What is the International Parish Nurse Resource Center? The International Parish Nurse Resource Center is a leader in parish nurse education, consultation, and research serving parish nurses and programs around world.

Keynote speakers for the 2010 Westberg Symposium include the following leaders in healthcare:

Judy Siegle MSW BS

Director of Women's Ministry
Hope Lutheran Church
Fargo, ND

Jan DeMasters PhD RN

CEO DeMasters & Associates for Consulting & Coaching Services
St. Louis, MO

Joan Borysenko PhD

Medical Scientist, Psychologist, and Spiritual Director
Mind-Body Health Sciences, LLC
Boulder, CO

Contact Information

Cortney Kelley

MAC Meetings & Events
801 N. 2nd St., Ste. 302, St. Louis, MO 63102
ckelley@macmeetings.com

Mary Slutz, Symposium & Resource Coordinator

International Parish Nurse Resource Center
475 E. Lockwood Ave., St. Louis, MO 63119
mslutz@eden.edu
Phone: 314-920-9941 | fax: 314-918-2558
www.parishnurses.org



Sponsorship Information

The participants of this symposium come from across the US and abroad. They are committed to improving the lives of those within their faith communities and work frequently on a volunteer basis. As a sponsor or exhibitor, you will gain numerous marketing benefits by connecting with over 450 parish nurses, developing relationships with faith community nursing leaders, and creating partnerships for education. An organization addressing any part of wholistic health needs in the community can touch the body, mind, and/or spirit of thousands worldwide through a presence at this symposium.

By providing a sponsorship or exhibit, your organization will have the opportunity to share programs, services, tools, and information through the relatively untapped audience of faith-based practitioners. Parish nurses have a direct link to the consumers of health care and develop trusting relationships that enable the sharing of health information and services. Here is a comment from one of our past exhibitors about this opportunity.

“MyMedSchedule.com has participated at Westberg Symposium for two years and it was time and money well-spent. We offer a web-based program so folks can create a medication schedule, complete with pill images, times and dosages. Within the exhibit area, I personally spoke to at least 50% of the attendees and handled follow-up requests for hundreds of brochures from many of them. The Parish Nurses loved the program and knew that they could be even more helpful to those they serve by telling them about MyMedSchedule. We are still seeing positive results from our participation in St. Louis.”

Donna G. Brooten, Director of Marketing and Client Relations, MedActionPlan.com, LLC

Sponsorship Levels

Silver Level: \$1,000

Sponsorship level includes the following:

- One (1) booth in Exhibit Hall
- An electronic mailing list of attendees and their addresses – provided prior to the event in Excel format for one-time use, not to be sold to other organizations
- Logo on signage throughout Symposium

Gold Level: \$1,500

Sponsorship level includes:

- One (1) booth in Exhibit Hall
- An electronic mailing list of attendees and their addresses – provided prior to the event in Excel format for one-time use, not to be sold to other organizations
- One (1) complimentary registration to attend sessions and meals with attendees
- Logo throughout Symposium and on official Symposium Program
- Banner ad on the Parish Nurse website (www.parishnurses.org) for four (4) months

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Platinum Level: \$2,500 (4 available)

Sponsorship level includes benefits from above plus:

- An electronic mailing list of attendees and their addresses – provided prior to the event in Excel format for one-time use, not to be sold to other organizations
- One (1) complimentary registration to attend sessions and meals with attendees
- Logo on official Symposium Program
- A 10-minute presentation at Saturday lunch
- Signage at lunch and breaks
- A total of two (2) booths in exhibit hall in a priority location
- Banner ad and link on the Parish Nurse website for six (6) months
- Ad and hyperlink in electronic newsletter *eNotes* for six (6) months – distributed twice a month to 4,000 addresses
- Half-page ad in two (2) issues of *Parish Nurse Perspectives* – published quarterly to 2,700 addresses

Presenting Level: \$5,000 (1 available)

Sponsorship level includes benefits from above plus:

- An electronic mailing list of attendees and their addresses – provided prior to the event in Excel format for one-time use, not to be sold to other organizations
- A 15-minute presentation at Friday's opening dinner
- Signage in the dinner hall and logo on official Symposium Program
- VIP table placement at the dinner
- A total of three (3) booths in Exhibit Hall in a priority location
- A total of two (2) complimentary registrations to attend sessions and meals with attendees
- One-color logo on symposium tote Bag
- Banner ad and link on Parish Nurse website (www.parishnurses.org) for one (1) year
- Ad and hyperlink in electronic newsletter *eNotes* for twelve (12) months – distributed twice a month to 4,000 addresses
- Full page ad in four (4) issues of *Parish Nurse Perspectives* – published quarterly to 2,700 addresses

Contact Information

Cortney Kelley
MAC Meetings & Events
801 N. 2nd St., Ste. 302, St. Louis, MO 63102
ckelley@macmeetings.com

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475 E. Lockwood Ave., St. Louis, MO 63119
msslutz@eden.edu
Phone: 314-920-9941 | fax: 314-918-2558
www.parishnurses.org



Exhibitor Information

Exhibiting at the Westberg Symposium is a great way to reach a diverse group of parish nurses, parish nurse coordinators, nursing faculty and faith leaders who are anxious to network and learn about resources for health and wholeness. Attendees also look forward to the variety of shopping opportunities offered at the Symposium.

Fees include: two chairs, 8 foot skirted tables, electricity upon request at the time of registration, an identification sign and *meals for two*. Meals are Friday dinner and Saturday breakfast and lunch.

Fees do not include: shipping and handling of any materials for the booth or the Saturday evening meal.

Non-Profit Exhibitor: \$425

- Additional tables \$250 each
- Maximum of four (4) tables
- The fee increases \$35 per table on June 13th

For-Profit Exhibitor: \$750

- Additional tables \$325 each
- Maximum of four (4) tables
- The fee increases \$35 per table on June 13th

2010 Exhibit Hall Hours

- Friday, September 17th from 1:30 p.m. - 5:30 p.m.
- Saturday, September 18th from 8:00 a.m. – 4:30 p.m.

Exhibitor Benefits for 2010

- Join us at the Friday night Opening Banquet
- All breaks are held in exhibit hall
- Increased publicity of exhibit hall throughout the meeting
- Must-be-present-to-win door prizes offered to registrants who visit all exhibits
- CD of the attendees and their addresses for a one-time use

2009 Exhibitors

- | | | |
|--|---|---|
| • Abbey Press | • Gideon's International | • Missouri Foundation for Health |
| • Alternative Hospice | • Goldfarb School of Nursing at Barnes-Jewish College | • MyMedSchedule.com |
| • Amedisys Home Health Services | • Health Care Revolution Sunday | • National Women's Health Resource Center |
| • Aquinas Institute of Theology | • Health Ministries Association | • Nurses Christian Fellowship |
| • Ave Maria Press | • HopeandHealing.org | • Plowsharing Crafts |
| • CaringBridge | • International Parish Nurse Resource Center | • Social Security Administration |
| • Centers for Medicare & Medicaid Services | • Kansas Parish Nurse Ministry | • Sounds of Comfort – Rhythmic Medicine |
| • Biomat | • Kilo Diabetes & Vascular Research Foundation | • Spirit of Women |
| • Community Parish Nurse Program | • Liguori Publications | • Team Northrup/Usana |
| • Duquesne University School of Nursing - Research | • Lutheran Seminary | • US Food & Drug Administration (FDA) |
| • Eden Seminary Book Store | • Lutheran Senior Services | • Visiting Angels |
| • Getting to the Other Side | • Maryville University | |



Product Table Exhibitor: \$100 Non Profit / \$250 For Profit

Up to two (2) items will be placed on Product Display Tables for the amounts shown above. Your information will be prominently placed next to the Registration Desk and readily available throughout the Symposium for the 450+ attendees to take back to their places of practice. To participate, mail this commitment form to Iris McDonald at MAC Meetings and Events (address below). Items to be included MUST be mailed directly to the St. Charles Convention Center, Two Convention Center Plaza, St. Charles, MO 63303, but NOT before 9/14/2010. IPNRC will not be accepting any materials for the Product Table.

Westberg 2010 Commitment Form

Sponsorship:
_____ \$1,000 _____ \$1,500
_____ \$2,500 _____ \$5,000

Product Table Exhibitor:
\$100 Non Profit or \$250 For Profit
_____ 1 item _____ 2 items

Exhibitor* \$ _____
*Please fill out additional info on next page and review terms & conditions.

TOTAL COMMITMENT: \$ _____
Return commitment form to **MAC Meetings** at address on bottom of page.

Organization Name (Please print exactly as you'd like it to appear on signage/recognition)*: _____

Organization Type: For Profit Non Profit

Address*: _____

City*: _____ State*: _____ Zip Code*: _____

Contact Person*: _____ Phone*: _____

Fax: _____ Email*: _____

Website: _____

Date*: _____ Signature*: _____

PAYMENT INFORMATION

Check enclosed: Please make check or money order payable to: **MAC MEETINGS & EVENTS (address below)**.

Charge to*: MasterCard VISA American Express

Credit Card Number*: _____ Exp. Date*: _____ Card Security Code* _____

Full Name as it appears on Credit Card*: _____

Complete Billing Address of Credit Card*: _____

* Please enter information exactly as it appears on your credit card statement. Incomplete or incorrect information may slow processing.
Please Note: The **Credit Security Code (CSC)** for Visa/MasterCard is the last 3 digits located on the right hand side of the signature strip on the back of the card. The CSC code on American Express cards is the 4 digits located on the front of the card, on the right hand side above the credit card number.

MAIL COMMITMENT TO:

MAC Meetings & Events
Attn: Iris McDonald
801 N. 2nd St., Ste. 302
St. Louis, MO 63102

Thank You!



Additional Application for Exhibitors

The International Parish Nurse Resource Center (IPNRC) reserves the right, in its sole discretion, to refuse or revoke acceptance of any application. This application will serve as a contract between the IPNRC and the exhibitor for exhibiting at the 24th Annual Westberg Parish Nurse Symposium.

ORGANIZATION NAME: (please print exactly as you would like your name to APPEAR in signage and printed materials)

Main Booth Person Name: _____

Meal Preference: Regular Vegetarian

2nd Booth Person Name: _____

Meal Preference: Regular Vegetarian

3rd Booth Person Name (additional \$120.00) _____

Meal Preference: Regular Vegetarian

Optional Saturday evening meal (additional \$35.00 per person):

Meal Preference: Regular Vegetarian

Do you need electricity: Yes No (cost is responsibility of exhibitor)

Products/Services to be displayed: _____

Number of years exhibiting at the Westberg Parish Nurse Symposium: _____

How did you hear about exhibiting with us? _____

Non Profit

Early Bird (prior to 6/12/10): 1 Table \$425 2 Tables \$675 3 Tables \$925 4 Tables \$1175
 Regular (6/13/10 – 9/6/10): 1 Table \$460 2 Tables \$745 3 Tables \$1030 4 Tables \$1315

For Profit

Early Bird (prior to 6/12/10): 1 Table \$750 2 Tables \$1075 3 Tables \$1400 4 Tables \$1725
 Regular (6/13/10 – 9/6/10): 1 Table \$785 2 Tables \$1145 3 Tables \$1505 4 Tables \$1865

TOTAL AMOUNT DUE (Booth Fees + 3rd staff if applicable): \$ _____

Exhibitor hereby applies for an Exhibit Space license on the terms state herein and in the attached Exhibition Terms & Regulation, which are hereby incorporated by reference and made part of this License Agreement. If the Exhibitor's Application is refused, all monies will be refunded immediately.

Name of Exhibiting Organization: _____

Signature of Organization's Representative: _____ Date: _____

Title: _____

**RETURN WITH
 COMMITMENT TO:**

**MAC Meetings & Events
 Iris McDonald
 801 N. 2nd St., Ste. 302
 St. Louis, MO 63102**

Thank You!



Exhibitor Terms & Conditions

1. Eligibility to Exhibit

As a condition of exhibiting at the 24th Annual Westberg Parish Nurse Symposium, herein referred to as the Symposium, Exhibitor hereby expressly acknowledges and agrees to comply with the terms and conditions set forth in these Exhibition Regulations, herein referred to as the Regulations. International Parish Nurse Resource Center (IPNRC) reserves the right to amend these Regulations or to make additions hereto. IPNRC further reserves the right to make specific exceptions to, or changes in, these Regulations without establishing a precedent or applying those exceptions or changes beyond the specific cases involved. IPNRC reserves the right, at its discretion and without necessity of refund, to terminate and revoke Exhibitor's use of exhibit space at the Symposium if Exhibitor, after notice, fails immediately to cure any violation of these Regulations. The interpretation of these Regulations and all matters not covered by these Regulations are subject to the sole discretion of IPNRC.

This Agreement confers only a limited license by IPNRC to Exhibitor to use exhibit space(s) to be assigned by IPNRC for exhibition purposes at the Symposium. It does not, and shall not be construed, interpreted, or described in any way, to constitute an approval, endorsement, or recommendation of Exhibitor or its products or services, or in any manner create an agency relationship between the Missouri Nurses Association or IPNRC and Exhibitor.

This Agreement shall be governed by and construed in accordance with the laws of the State of Missouri. Any controversy or claim arising out of or pertaining to this contract, which cannot be acceptably negotiated by both parties, shall be settled by arbitration in accordance with the rules of the American Arbitration Association. The location of the arbitration shall be in St. Louis, Missouri. Judgment upon the award rendered by the Arbitrator(s) may be entered in any court having jurisdiction thereof.

- a. If any provision of this Agreement shall be held invalid and unenforceable, such holding shall not invalidate or render unenforceable any other provision hereof.
- b. This Agreement may be executed in counterparts, each of which shall be an original, and all of which together shall constitute one and the same instrument.
- c. This agreement represents the complete understanding between Exhibitor and IPNRC, and no amendments, deletion, or additions hereto shall be binding without written approval from both parties, unless otherwise specifically provided herein.

2. Exhibit Space Assignment

IPNRC shall assign exhibit space and IPNRC reserves the right to alter the location of stands, as it deems advisable. IPNRC reserves the right, in its sole discretion, to refuse or revoke acceptance of any Application. In such event, all fees shall be refunded to the Exhibitor; IPNRC reserves the right to offer a discounted price per space for Exhibitors purchasing more than one tabletop and/or booth.

3. Construction of Exhibits and Exhibitor Liability

Exhibitor shall use its exhibit space for the sole purpose of describing, demonstrating, and selling its products and services. An employee or representative of the exhibiting organization must staff each display area assigned to Exhibitor at all times during exhibit hours. IPNRC reserves the right to set and limit the hours of the exposition, which shall be printed in the conference material. Exhibits and/or Exhibitors, which in the sole judgment of IPNRC, produce excessive noise or are otherwise in poor taste, shall not be permitted.

All aisle space is under the exclusive control of IPNRC and shall not be used for purposes of exhibits or demonstrations. Exhibitor shall distribute literature regarding its products and services only from within its assigned display area(s). Materials with gummed or pressure sensitive surfaces may not be distributed on the Hotel premises. No exhibits, advertising, or other promotional materials are permitted beyond the parameter of the stand. IPNRC reserves the absolute rights to remove, relocate, or restrict any objectionable exhibits, person, advertisement, or any features, which detract from the decorum of the Symposium. If Exhibitor's display is restricted in any way or removed from the conference facility for any reason by IPNRC or the Hotel pursuant to this Section, all payments by Exhibitor in connection with the exhibit shall be forfeited to IPNRC.

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All displays, demonstrations, and other activities must be contained within the reserved booth space and may not impede traffic through the aisles. Displays that violate this policy may be dismantled at the discretion of the exhibit manager (IPNRC) due to infringement on the visibility of, or interference with, adjoining displays.

No attachments of any kind may be made to columns, walls, floors, or other parts of the building or furniture or stand without prior written permission from IPNRC and the Hotel. All decorative materials used by Exhibitor must be flame retardant. Exhibitor shall leave the exhibit space in the condition that it was in when Exhibitor entered upon the premises, and shall not cause or permit others to cause any damage or disruption to the exhibit space or the facility.

4. Decorations and Furnishings

Each booth shall be provided with a 8' skirted table, 2 chairs and 1 identification sign. Additional services (electricity, shipping/handling of supplies) or accessories can be purchased or leased at the expense of the Exhibitor. Fees are paid for exhibiting privileges only.

5. Licenses, Permits, and Insurance

IPNRC's sole responsibility and obligation under the Agreement is to permit Exhibitor to use the assigned exhibit space for the purpose and under the terms and conditions described herein. The exhibit, and its installation, maintenance, and breakdown shall be solely the responsibility of Exhibitor. Exhibitor warrants that it shall, at its own expense, obtain any and all necessary or appropriate licenses, permits, and insurance required for the installation, maintenance, and breakdown of its exhibit(s) and for any Exhibitor's employees or agents associated with the exhibit(s), and that it shall pay all taxes, fees, and costs incident thereto.

6. Restrictions on Use of Space

Exhibitor may not assign, sublet, or share the whole or any part of its exhibit space allotted without prior written consent of IPNRC. Exhibitor may not display goods or describe services other than those manufactured, handled, or supplied by that Exhibitor in the regular course of business. Only the signage of the organization whose name appears on the Application may be placed on the I.D. sign or appear on any printed list of exhibitor. No organization not assigned exhibit space in the exhibition area shall be permitted to solicit business in any manner within the exhibition area.

7. Exhibitor-Sponsored Meetings and Social Events

In the interest of the success of the Symposium, Exhibitor agrees not to extend invitations, call meetings, or otherwise invite or encourage the absence of attendees from the Symposium area during the official hours of the Symposium. Hospitality events shall not conflict with Symposium sessions.

8. Fire and Building Regulations

Exhibitor hereby acknowledges and agrees to adhere to and be bound by (a) all applicable fire, utility, and building codes; and (b) all applicable rules, regulations and policies of the hotel facility, herein after referred to as Hotel. All decorative materials used by Exhibitor must be flame retardant.

9. Failure to Open Exhibition

In the event that the premises of the Hotel are destroyed or damaged, or the Symposium fails to take place as scheduled or is interrupted and/or discontinued, or access to the premises is prevented or interfered with by reason of any strike or work stoppage, lockout, injunction, act of war, act of terrorism, act of God, emergency declared by any governmental agency, curtailment of transportation facilities, or any other situation making it inadvisable, illegal, unreasonable, or impossible to provide the facilities or to hold the Symposium, this contract may be terminated by IPNRC. In the event of such termination, Exhibitor waives any and all claims for damages and agrees that the sole liability of IPNRC shall be to return Exhibitor's space fee, less Exhibitor's pro rata share of all costs and expenses incurred and committed by IPNRC.

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CANCELLATION OF EXHIBIT CONTRACT

1. Cancellations

Exhibitors must inform MAC MEETING & EVENTS in writing of their intent to cancel or they will not be allowed to exhibit in the future. IPNRC reserves the right, in its sole discretion, to refuse or revoke acceptance of any application. Exhibitors who cancel their participation in writing by **August 3, 2010** will receive a refund of the rental fee paid less a \$100 per booth administrative fee. **No refunds will be issued after August 3rd.**

INSTALLATION AND DISMANTLING

1. Installation and Dismantling of Exhibits

All installation of exhibits must be set-up on **Friday, September 17, 2010 between 7:00 a.m. to 1:00 p.m.** Any Exhibitor not erected by 1:00 p.m. on September 17 may or may not be granted access to the exhibit area for set-up; it will be at the sole discretion of the IPNRC.

Dismantling of exhibits will be from **4:30 p.m. to 9:00 p.m. on Saturday, September 18.** Dismantling **must** be completed by 9:00 p.m. Exhibitors may not pack or dismantle until the official closing time at 4:30 p.m. on Saturday, September 18.

2. Early Departure or Dismantle

Any exhibitor who dismantles or abandons their exhibit prior to **4:30 p.m.** on Saturday, September 18, will be subject to a fine of \$100 and will forfeit their standing for future exhibit space assignments.

3. Shipments and Storage

Packages/boxes – the Hotel will store packages/boxes prior to your arrival. The cost of shipping and handling will be charged to the exhibitor per the schedule on the **attached shipping form**. The form also includes complete instructions regarding the proper shipping, handling, and delivery of your meeting materials.

Packages will only be **ACCEPTED** up to **THREE (3) days prior to 09/17/10**. Packages received at the hotel prior to **09/17/10** will be **refused**. Please advise the hotel contact of any special arrangements or requirements concerning your materials. The hotel is not responsible for perishable items.

Exhibitor shall not be permitted to store packing crates and/or boxes within its exhibit space during show hours. If the size of packing crates and/or boxes permit, they may be stored under fully draped tables within Exhibitor's space. If items cannot be stored as described, these items must be properly marked and will be stored and returned to the stand by service contractors at the expense of the Exhibitor. It is the Exhibitor's sole responsibility to mark and identify his/her crates as soon as they are empty or otherwise ready for removal to facilitate final preparation of the event for opening. Crates not properly marked or identified may be lost or destroyed. Neither storage nor safekeeping of Exhibitor's crates and boxes is the responsibility of IPNRC, the Hotel, or any representative thereof.



ST. CHARLES CONVENTION CENTER EXHIBITOR SERVICE ORDER FORM

1 CONVENTION CENTER PLAZA
ST. CHARLES, MO 63303
WWW.STCHARLESCONVENTIONCENTER.COM
PHONE: (636) 896-1801 FAX: (636) 896-1802



International Parish Nurse Resource Center Symposium

Shipping

Event: Parish Nurses	Company Name:		
Event Dates: 9.17-19, 2010	Mailing Address:		
Date Received SCCC:	City:	State:	Zip:
Received by:	Phone:	Fax:	
Date Claimed:	Event location/Booth #:		

SHIPMENTS RECEIVED PRIOR TO September 17th AT SCCC WILL BE CHARGED A STORAGE FEE. PLEASE SEE RATES BELOW. Items sent directly to SCCC on Sept. 17th and later will not incur a fee. A representative MUST be present to retrieve shipments. All outbound shipping must be arranged through the you courier of choice. All equipment, freight, decorations, and miscellaneous items must be removed from the premises at the expiration of the Licensee's contract. Items left behind will be treated as abandoned and disposed of as the facility sees fit. The SCCC is not responsible for lost or misplaced freight. SCCC is not responsible for any materials left unattended.

Package	QTY	Price per package (First Day)	# of additional days	Price per additional day through 9/17/2010	TOTAL
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Small Packages	QTY	Price per package (First Day)	# of additional days	Price per additional day through 9/17/2010	TOTAL
Hand carryable item up to 50 lbs AND smaller than 2'w x 2'l x 2'h package		\$25.00		\$12.50	

Large Packages	QTY	Price per package (First Day)	# of additional days	Price per additional day through 9/17/2010	TOTAL
Item over 50 lbs, non-carryable, or larger than 2'w x 2'l x 2'h		\$40.00		\$20.00	
Package with movement by forklift		\$60.00		\$30.00	

Please make checks payable to:
St. Charles Convention Center

PAYMENT INFORMATION	
Credit Card Type:	Credit Card Number:
Expiration Date:	Security Code (Last 3 digits on back of card or 4 digits on front of Amex.)
Name on card (Please Print)	
Signature	Date
Billing Address:	
City:	State: Zip:

All terms, conditions, and rates on this form are subject to change at any time without notice.

Total Sales
x 7.4% Sales Tax

SUBTOTAL
x 1% Tourism Tax (of subtotal)

GRAND TOTAL

\$
\$
\$