

TreeFruitXchangeSM

PRESENTED BY AMERICAN / WESTERN FRUIT GROWER | POWERED BY VERTICALXCHANGE

TreeFruitXchange Participation Agreement

This Agreement is made as of the date listed below between MMW/VX, LLC d/b/a TreeFruitXchange ("TFX") and _____ (Name), _____ (Title), for _____ (Company ("Participant")).

MMW/VX, LLC organizes TreeFruitXchange events, which are facilitated three-day forums that align executive decision makers having significant buying power with principal marketing and sales executives, for the purpose of concise, one-to-one meetings. Participant has agreed to participate in a TreeFruitXchange event in the tree fruit industry, as further described in this Agreement. In consideration for the mutual promises contained herein, the parties agree as follows:

1. In consideration for MMW/VX, LLC's organization of a TreeFruitXchange event described in paragraph 3 for the tree fruit industry, TreeFruitXchange (the "TFX Event") Participant will attend the TFX Event. Such attendance shall include full time participation in all meetings and activities sponsored by TFX in connection with the TFX Event by a decision maker of Participant who has final decision-making authority for Participant (the "Decision Maker"). All of these persons must be involved in the purchasing process for Participant. In consideration for Participant's attendance, TFX shall organize the TFX Event, secure the attendance of key vendors from Participant's industry, and facilitate one-on-one appointments between the Participant and such vendors.
2. TFX shall make reservations, and pay all transportation expenses for Participant, including coach airfare, hotel accommodations, and ground transportation to the location of the TFX Event. (Once your airfare has been booked, any changes to your travel arrangements will be at the Participant's sole expense.) TFX will also provide meals to such persons. TFX shall not, however, be responsible for personal expenses of any persons attending the TFX Event, including but not limited to telephone and fax charges, personal incidentals, sightseeing, and food and beverages the attendee elects to purchase outside of those provided by TFX. The Participant may bring additional staff and/or guests to the TFX Event at Participant's expense.
3. The TFX Event shall be held at The Lodges at Deer Valley, Park City, Utah, November 14 – 17, 2010.
4. Participant acknowledges that in reliance upon Participant's agreement to send the persons specified in paragraph 1 to the TFX Event, TFX will incur significant expense, and go to significant effort to organize the TFX Event. Participant acknowledges that if it fails to send such persons to the TFX Event, or they fail to attend scheduled meetings and events, TFX will suffer significant losses, including loss of non-refundable airfare and hotel payments, and obligations to refund amounts paid by vendors for attendance at such meeting. If participant cancels their participation on or before July 14, 2010 they will be liable for a charge of \$1,500.00 (one thousand five hundred dollars). If they cancel after July 14, 2010, they will be liable for a charge of \$2,500.00 (two thousand five hundred dollars). Participant may suggest a suitable replacement however the acceptance of suggested replacement is at the sole discretion of TFX.
5. This Agreement shall be interpreted in accordance with the laws of Minnesota. Any dispute concerning this Agreement, or the Participant's participation in the TFX Event, that the parties are unable to resolve on their own, shall be exclusively venued in the state and federal courts of Minnesota, located in Hennepin County, Minnesota, and each of the parties agrees to submit to the exclusive jurisdiction of such courts with respect to such disputes.

Participant: _____
(Company Name)

MMW/VX, LLC, d/b/a TreeFruitXchange

Signed: _____

Signed: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____

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November 14 - 17, 2010
The Lodges at Deer Valley
Park City, Utah

REGISTRATION

ATTENDEE INFORMATION

Badge Name: _____

Title: _____

Company: _____

Address: _____

City: _____

State: _____ Zip Code: _____

Phone: _____

Cell Phone: _____

(For onsite use only. Will not be distributed)

Fax: _____

E-mail: _____

Dietary Restrictions: _____

AIRLINE TICKETING INFORMATION

Preferred Airline: _____

Frequent Flyer #: _____

Departure City or Airport: _____

TSA Required Information:

Legal Name: _____

(As it appears on Driver's License or Passport)

Date of Birth: _____

EVENT FEES

Lead Attendee Registration - \$0

* Registration fee for the TFX event covers one (1) round trip coach airline ticket to Salt Lake City, Utah from a CONUSA airport, ground transportation to the event and return to airport, hotel room and meal package. TFX shall not, however, be responsible for personal expenses of any persons attending the event, including but not limited to telephone and fax charges, personal incidentals, sightseeing and food and beverages the attendee elects to purchase outside of those provided as part of TFX. Any costs incurred to change airline tickets once they have been booked will be the responsibility of the ticket holder. Additional attendees are at the expense of the participant.

Additional information:

Phone: 952-277-0000

Fax: 952-736-9362

Make Checks Payable to
TreeFruitXchange

14551 County Road 11
Suite 145
Burnsville MN 55337