



# 2010 Annual Meeting & Exposition

August 21-24, 2010 Los Angeles Convention Center • Los Angeles, CA

Application & Contract for Exhibit Space  
 ASAE & THE CENTER FOR ASSOCIATION LEADERSHIP  
 1575 I Street, NW • Washington, D.C. 20005  
 202-626-2805 • fax 202-842-1109

Submit your contract online at [www.asaecenter.org/annualmeeting](http://www.asaecenter.org/annualmeeting)

EXHIBITOR INFORMATION: PERSON TO RECEIVE ALL INFORMATION INCLUDING SERVICE MANUAL:

COMPANY NAME \_\_\_\_\_

BOOTH COORDINATOR CONTACT NAME \_\_\_\_\_ TITLE \_\_\_\_\_

ADDRESS \_\_\_\_\_

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

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

ASAE & THE CENTER MEMBER NUMBER \_\_\_\_\_

INFORMATION TO BE PUBLISHED IN ON-SITE EXHIBITOR DIRECTORY (IF DIFFERENT THAN ABOVE):

NAME OF SALES CONTACT \_\_\_\_\_

ADDRESS \_\_\_\_\_

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

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

WEBSITE ADDRESS \_\_\_\_\_

### BOOTH REQUEST

Indicate type and quantity of space desired. Please see "Space Rental" on reverse for complete description. Discounts are not available for multiple booths. Exhibitor space will be assigned first come, first served.

Booth Size Requested: \_\_\_\_\_ (ex: 10 x 10; 10 x 30; 20 x 30—all booths 20 x 20 and larger require 4 corner booths be purchased.)

QTY & Type of Space	Member Rate	Non-Member Rate	TOTAL
_____ In-Line x	\$4,100	or \$4,600	= _____
_____ Corner x	\$4,400	or \$4,900	= _____

OR Shared Booth Space:  \$2,550 (Member)  \$3,050 (Non-Member) Sharing with \_\_\_\_\_  
 Contracts for shared booths must be submitted together.

Rank order booth desired: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ 5. \_\_\_\_\_

Will you be part of an organized block/group of exhibitors?  YES  NO

If so, which group? \_\_\_\_\_

All space assignments will be made by ASAE & The Center staff. Full consideration will be given to the exhibitor's choices. ASAE reserves the right to assign space as equitably as possible. A deposit of \$2,100 must accompany this application. **Cancellation Policy:** Cancellations and requests for refunds must be made in writing to ASAE. A full refund of all payments minus a \$75 processing fee, will be granted upon written notice received by February 12, 2010. A 50% refund of total exhibit space fees (not just the initial deposit), minus a \$75 processing fee, will be granted upon written notice received between February 13 through April 1, 2010. Commencing April 2, 2010, no refunds will be made.

### ADDITIONAL VISIBILITY OPPORTUNITIES IN ON-SITE EXHIBITOR DIRECTORY

Type	Rate	Add to Cost of Exhibit Space
_____ 50-Word Description Upgrade	x \$150	= _____
_____ 4-color Logo	x \$350	= _____
_____ 50-Word Description Plus Logo Package	x \$450	= _____

I am interested in receiving more information about advertising in the Official Onsite book or the Daily Now Publication.

### ASAE & THE CENTER MEMBERSHIP — Join now and pay the member rate for your exhibit space!

\_\_\_\_\_ ASAE & The Center Industry Partner Membership x \$395 = \_\_\_\_\_

### AGREEMENT

Exhibitor agrees to comply with the rules and regulations outlined on the reverse of this Application and Contract for Exhibitor Space and in the Exhibitor Service Manual, and any additional rules, regulations, and information as may be adopted by ASAE. This application shall constitute a non-revocable offer by exhibitor until such time as ASAE has returned to exhibitor notification of space assigned. Any withdrawal of this application by exhibitor prior to the dates herein before indicated will result in the respective forfeiture of monies, and neither party shall thereafter have any further responsibility to the other with respect to this contract. Agreed to:

\_\_\_\_\_  
 SIGNATURE OF AUTHORIZED REPRESENTATIVE OF COMPANY REQUESTING EXHIBIT SPACE Date \_\_\_\_\_

### PAYMENT INFORMATION

Requests for space submitted before February 12, 2010 will not be processed without deposit of \$2,100. Full payment must then follow by April 2, 2010. Commencing February 13, 2010, all requests for space must be accompanied by payment in full.

TOTAL DUE from all sections above \_\_\_\_\_  
 Amount Enclosed \_\_\_\_\_  
 Balance Due \_\_\_\_\_

### PAYMENT METHOD

\_\_\_\_\_ Check enclosed (made payable to ASAE) \_\_\_\_\_ Visa \_\_\_\_\_ MasterCard \_\_\_\_\_ American Express \_\_\_\_\_ Verification Code

Card Number \_\_\_\_\_ Exp \_\_\_\_\_

Name on Card \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

### CONTRACT SUBMISSION

Payment by Check: Mail a copy of this contract, properly executed, with payment to: ASAE, c/o SunTrust, PO Box 79263, Baltimore, MD 21279-0263. Please fax a copy to 202.842.1109. Payment by Credit Card: Fax contract, properly executed, with payment by credit card to: 202.842.1109

### EXHIBITOR PRODUCT/SERVICE CATEGORY

Please rank order up to 5 product/service categories that best describe what products/services you offer. (1-Most Important, 5-Least Important. Products ranked #1 and #2 will be published in our onsite directory, your top 5 selections will be searchable online via our website)

- \_\_\_\_\_ Advertising Specialties/Promotional Products
- \_\_\_\_\_ Airlines
- \_\_\_\_\_ Application Service Provider
- \_\_\_\_\_ Association Management Company/Services
- \_\_\_\_\_ Association Management Software
- \_\_\_\_\_ Attractions
- \_\_\_\_\_ Audio/Visual Services/Products
- \_\_\_\_\_ Auto Rental/Leasing
- \_\_\_\_\_ Awards/Plaques
- \_\_\_\_\_ CD-ROM Products and Services
- \_\_\_\_\_ Communications/Communication Services
- \_\_\_\_\_ Computers/Computer Services
- \_\_\_\_\_ Consulting Services
- \_\_\_\_\_ Convention Bureaus/Chambers of Commerce/Tourism Promotion
- \_\_\_\_\_ Convention/Conference Centers
- \_\_\_\_\_ Convention/Meeting/Exposition Products and Services
- \_\_\_\_\_ Cruise Lines
- \_\_\_\_\_ Destination Management Companies
- \_\_\_\_\_ Distance Learning
- \_\_\_\_\_ Document Imaging Solutions
- \_\_\_\_\_ Education Services/Programming
- \_\_\_\_\_ Employee Benefit Programs
- \_\_\_\_\_ Expo/Conference Management Software
- \_\_\_\_\_ Financial Institutions/Services
- \_\_\_\_\_ General Service Contractors
- \_\_\_\_\_ Golf Resorts/Clubs
- \_\_\_\_\_ Government Relations
- \_\_\_\_\_ Hotel Representation Companies
- \_\_\_\_\_ Hotels/Resorts
- \_\_\_\_\_ Housing/Travel Services
- \_\_\_\_\_ Human Resources
- \_\_\_\_\_ Insurance
- \_\_\_\_\_ Marketing/Design Services
- \_\_\_\_\_ Member Services/Benefits
- \_\_\_\_\_ Non-dues Revenue Programs
- \_\_\_\_\_ Office Supplies & Services
- \_\_\_\_\_ Printers/Publishers
- \_\_\_\_\_ Production Companies
- \_\_\_\_\_ Professional Societies/Associations
- \_\_\_\_\_ Registration Systems
- \_\_\_\_\_ Relationship Management Software
- \_\_\_\_\_ Speakers/Speaker Bureaus
- \_\_\_\_\_ Technology
- \_\_\_\_\_ Teleconferencing
- \_\_\_\_\_ Testing/Research and Survey Services
- \_\_\_\_\_ Transportation Services
- \_\_\_\_\_ Web Design/Development
- \_\_\_\_\_ Other \_\_\_\_\_

### FOR ASAE USE ONLY:

Space Assigned \_\_\_\_\_  
 Date \_\_\_\_\_  
 By \_\_\_\_\_

**1. Rules and Regulations.** The term "Event" refers to the ASAE & The Center for Association Leadership 2010 Annual Meeting & Exposition to be held August 21-24, 2010 at the Los Angeles Convention Center, Los Angeles, CA ("Event"). The Event is owned, produced, and managed by ASAE & The Center for Association Leadership ("ASAE"). The term "Exhibitor" refers to the organization or person that applied for and has been granted exhibit space rental and such applicant's officers, directors, shareholders, employees, contractors, agents, and representatives.

**2. Application to Exhibit.** The receipt by ASAE of a signed Application and Contract for Exhibit Space will constitute a binding contract (the "Agreement"). ASAE reserves the right to reject any application for space for any reason. If any Exhibitor changes management or is purchased by another company/organization, this Agreement becomes binding on such company/organization.

**3. Exhibit Space Specifications.** All booths are 10' deep and 10' wide. Each exhibiting company shall receive 8' high pipe and drape back wall, 3' high pipe and drape side wall; 7' x 44" identification sign; on-line virtual booth; and a company listing in the Final On-Site Exhibitor Guide; pre-registered attendee list; post-show attendee list; and one full-meeting registration per 100 sq. feet of space. Each company in a shared booth shall receive a company listing in the onsite guide; on-line virtual booth; pre-registered attendee list; post-show attendee list; and one full-meeting registration. Any use of the attendee list, including the use of such list for promotional and other mailings, is subject to the prior written approval of ASAE.

**4. Exhibit Space Assignments.** Exhibit space will initially be assigned through a random lottery system. ASAE shall act in good faith to assign the Exhibitor's booth in the location indicated by Exhibitor. Notwithstanding the above, ASAE reserves the right to change the floor plan or to change the location assigned to Exhibitor at any time as it may, in its sole discretion, deem necessary in the best interest of the Event. Exhibitor shall not sublet or permit the use of all or any part of the booth or any equipment provided by ASAE, nor shall Exhibitor assign this Agreement in whole or in part, without written notice to and approval from ASAE.

**5. Exhibitor Services Kit.** An Exhibitor Services Kit will be sent to the Exhibitor. The Exhibitor Services Kit will include pertinent information regarding the Event including, but not limited to, additional rules and regulations, display rules, installation/dismantle schedules, registration information, official contractor order forms and pricing, shipping and drayage, utilities and building services, audio/visual, and additional visibility opportunities.

**6. Exhibitor Representation.** Exhibiting companies are limited to registering four (4) persons per 10x10 booth space; each company in a shared booth is limited to registering two (2) persons. Once all available badges have been used, no additional personnel with the Exhibitor shall be permitted to register or attend the meeting in any capacity. Each Exhibitor representative must be registered to participate in the Event. One full-meeting registration per 10x10 booth space, or one per company in a shared booth, is included in booth fees, as noted above. Additional registrations, if desired, must be purchased for \$595 each.

**7. Cancellation or Downsizing of Space by Exhibitor.** All requests for cancellation or reduction of exhibit space must be in writing and shall become effective upon receipt by ASAE. Due to the difficulty of determining and detailing the losses which would result from cancellation of exhibit space, the Exhibitor agrees to pay the following as liquidated damages (and not as a penalty) if the Exhibitor cancels its exhibit space: If written notice of cancellation is received by ASAE on or before February 12, 2010, ASAE will retain or shall be owed a cancellation fee of \$75; if written notice of cancellation is received by ASAE on or after February 13, 2010 but before April 1, 2010, ASAE will retain or shall be owed a cancellation fee equal to 50% of the total exhibit fee plus a \$75 processing fee; if written notice of cancellation is received by ASAE on or after April 2, 2010, ASAE will retain or shall be owed a cancellation fee equal to 100% of the total exhibit fee. The above cancellation fee terms shall apply regardless of the execution date of this Agreement and regardless of any re-sale of booth space cancelled by Exhibitor.

If exhibit booth space is reduced, a fee equal to 20% of the difference in the cost between the originally assigned exhibit space and the cost of the reduced exhibit space requested will be charged if written notice is received by ASAE on or before April 1, 2010; if written notice is received on or after April 2, 2010 but before May 28, 2010, a fee equal to 50% of the difference in cost between the originally assigned exhibit space and the cost of the reduced exhibit space requested will be charged. Commencing May 28, 2010, exhibitors requesting reductions in space will receive no refund for any difference in cost. Furthermore, ASAE has full authority to relocate any Exhibitor after downsizing of space.

**8. Cancellation or Postponement of Event.** It is mutually agreed that, in the event that the Event is cancelled for any reason, then and thereupon this Agreement will be automatically be terminated and ASAE management will determine an equitable basis for the refund of a portion or all of the exhibit fees, after due consideration of expenditures and commitments already made.

**9. Payment of Debts.** Exhibitors must make required payments for exhibit space as outlined in the Application and Contract for Exhibit Space. Exhibitors are further responsible for ensuring that there are no outstanding amounts owed by them to ASAE. If all payments and outstanding amounts are not paid in full by April 2, 2010, ASAE retains the right to cancel the Exhibitor's space without further notice and without obligation to refund previously paid amounts. Any re-sale of exhibit space shall not result in a refund to the Exhibitor. Exhibitors may not move-in to their exhibit space until payment in full is received.

**10. Exhibit Space Occupancy.** Any Exhibitor that fails to occupy its assigned exhibit space by the end of published set-up hours, leaves its exhibit space unattended during Event hours, or begins dismantling of exhibit space prior to the close of the Event by ASAE, may forfeit its right to the exhibit space and its eligibility to exhibit at future ASAE events.

**11. Arrangements of Exhibits.** Exhibitor agrees to abide by all exhibit display guidelines published in the Exhibitor Services Kit. All booths must be carpeted; carpeting and furniture are not included in the exhibit fee. In the area five feet forward from the rear of the booth, display material may be placed up to a height not exceeding eight feet from the floor. All Exhibitors must remain within the confines of their own exhibit space, and no Exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view or disadvantageously affect the display of other Exhibitors. ASAE shall have the right to demand modification of the appearance of dress of persons or mannequins used in conjunction with displays or demonstrations. Exhibits not conforming to these specifications, or which in design, operation, or otherwise, are deemed objectionable by ASAE in its sole discretion, will be prohibited.

**12. Handling and Storage.** Neither ASAE nor the owners or managers of the Event facility will accept or store display materials or empty crates; Exhibitor shall make its own arrangements for shipment, delivery, receipt, and storage of such materials and empty crates. Such arrangements may be made through the Official Drayer, and Exhibitor shall in any event provide the Official Drayer with copies of all bills of lading. All shipments and deliveries to the Event shall be prepaid. Exhibitor shall not incur any obligation to the Official Drayer merely by reason of providing copies of any bills of lading hereunder.

**13. Exhibitor Operation and Conduct/Right of Entry and Inspection.** (A) Exhibitors may not schedule private functions or events which conflict with officially scheduled ASAE events; (B) All activities must be carried on in Exhibitor's contracted exhibit booth space; (C) The use of live animals is prohibited in the Event; (D) The use of objectionable amplifying or lighting equipment is prohibited; (E) Exhibitors may not use strolling entertainment, nor distribute samples, magazines, or advertising materials in any area outside their exhibit booth; (F) The use of helium-filled balloons is prohibited in the Event; (G) The use of segways or other similar equipment is prohibited, unless used as a disability aid; (H) It is the Exhibitor's responsibility to ensure that models' and/or artisans' appearance and dress will not be offensive to modest tastes. Furthermore, artisans and models are not permitted to perform or appear outside of the contracted exhibit booth space during Event hours; (I) Food and beverage may be dispensed from Exhibitor's booth within the following guidelines: (i) Distribution area must be kept clean and attractive; (ii) All attendees must have the opportunity to receive samples; and (iii) Any food and beverage distributed must be arranged through the facility where the Event is held. If Exhibitors engage in any conduct in violation of the rules and or applicable laws, ASAE reserves the right to cancel the Exhibitor's space without further notice and without obligation to refund monies previously paid and to re-sell exhibit space assigned. ASAE further reserves the right to reject Exhibitor's application to exhibit in future shows of ASAE & The Center for Association Leadership. Further, ASAE in its absolute discretion shall have the right at any time to enter and inspect the area occupied by Exhibitor.

Exhibitors and their representatives shall at all times conduct themselves in a professional manner and shall not disparage or defame fellow exhibiting companies, member companies, ASAE, The Center for Association Leadership, ASAE Services Inc., or the employees of aforementioned organizations, or engage in other activities detrimental to the Event.

**14. Exhibiting Codes and Agreements.** Exhibitor hereby agrees to be bound by all exposition rules and regulations outlined here and in the Exhibitor Service Kit, and any additional rules, regulations, and information as may be adopted by ASAE or the Event facility. Exhibitor further agrees to adhere to and be bound by (i) all applicable fire, utility, and building codes and regulations of the facility where the exposition is held; (ii) any rules or regulations of said facility; (iii) the terms of all leases and agreements between ASAE and the managers or owners of said facility; (iv) the terms of any and all leases and agreements between ASAE and any other party relating to the Event; and (v) all Federal, State, and local laws, codes, ordinances and rules; without limiting the foregoing, Exhibitor shall construct its displays to comply with the Americans with Disabilities Act. Exhibitor shall not, nor shall Exhibitor permit others to, do anything to its exhibit space or do anything in the Event facility which would cause a difference in conditions from those previously approved by the insurance carriers of ASAE, or the owners or managers of said facility, which will in any way increase premiums payable by any of said parties, and Exhibitor shall be responsible for any such increase resulting from violation of this section.

**15. Listing and Promotional Materials.** By exhibiting at the Event, Exhibitor grants ASAE a fully paid, perpetual, non-exclusive license to use, display, and reproduce the name of the Exhibitor in any directory or listing of the Event exhibitors and to use such names in promotional materials. ASAE shall not be liable for any errors in any listing or for omitting any Exhibitor from any directory or listing pertaining to the Event.

**16. Liability and Insurance.** This Agreement shall not constitute or be considered a partnership, employer-employee relationship, joint venture or agency between ASAE and Exhibitor. Exhibitor hereby agrees to and does indemnify, hold harmless, and defend ASAE, its officers, directors, employees, agents, affiliates, and subsidiaries (collectively, "Indemnified Party"), from and against any and all liability, responsibility, loss, damage, cost, or expense of any kind whatsoever (including but not limited to cost, interest, and attorney's fees) which any Indemnified Party may incur, suffer, be put to, pay, or be required to pay, incident to or arising directly or indirectly from any act or omission by Exhibitor or any of its employees, servants, or agents. Exhibitor further agrees that the Indemnified Party, shall not be responsible in any way for damage, loss, or destruction of any property of Exhibitor or injury to Exhibitor or its representatives, agents, employees, licensees, or invitees.

Exhibitors must obtain insurance policies covering exhibit materials at the ASAE Event. Exhibitors must also have public liability, bodily injury, and property damage insurance. Such insurance shall name the Event facility, ASAE, and the Official General Contractor as additional insureds. Upon request, Exhibitor shall provide a certificate of insurance to ASAE.

**17. Limitation of Damages.** In no event will an Indemnified Party be liable to the Exhibitor, whether in contract or tort, for any amount in excess of the exhibit space rental fee in relation to any damages, including lost profits, arising out of or relating to the ASAE Event, the rental of exhibit space, the conduct of ASAE, any breach of this Agreement, or any other act, omission, or occurrence.

**18. Protection of Exhibit Facility.** Exhibitor is expressly bound, at its expense, to promptly pay for or repair any and all damage to the exhibit facility, booth equipment, or the property of others caused by the Exhibitor or any of its employees, agents, contractors, or representatives.

**19. Interpretation and Enforcement.** ASAE has full power to interpret and enforce all regulations for the Event and the power to make amendments and/or further regulations that are considered necessary for the proper conduct of the Event. Such decisions shall be binding on all Event exhibitors. Failure to comply with any rule or regulation may be sufficient cause for ASAE to require the immediate removal of the offending exhibitor, and may result in forfeiture of all further rights to exhibit at future events sponsored by ASAE, together with all fees paid. ASAE may lease any space so forfeited to another exhibitor.