

EXHIBIT BOOTH CONTRACT RULES AND REGULATIONS

LOCATION OF EXHIBITS

Empower 17 will be located in the Anaheim Convention Center.

EXHIBITOR REGISTRATION AND HOUSING

Housing and registration information will be sent to exhibitors after space is assigned. Participating firms will be permitted four complimentary exhibitor badges for each 10 x 10 booth rented. Additional booth representatives will be required to pay a registration fee of \$50 each. Other individuals (including authors, consultants, colleagues, friends, and relatives) who may be associated with the company but are not working in the booth must pay regular conference registration fees. Exhibitors must obtain special permission in writing from the exhibits manager for individuals 16 and under who are part of a special demonstration in the booth.

BOOTH EQUIPMENT AND SERVICE INFORMATION

Standard drapery booth equipment (back 8' high, side rail dividers 3' high) and a booth sign (7" x 44") bearing the company name and booth number are included in the rental fee.

The official exhibit service contractor is Freeman Co. Exposition Services. All services that exhibitors customarily require will be available through the official service contractor. No other contractors will be permitted without prior approval. Complete shipping instructions and information regarding furniture and carpet rental; electrical work; plumbing; and labor for erecting and dismantling exhibits, drayage, and so on will be mailed to exhibitors in advance. ASCD will maintain a service desk in the exhibit area.

INSTALLATION AND REMOVAL TIME

It is mutually agreed that it is the duty and responsibility of each exhibitor to install the exhibit before the opening of the exhibition and to dismantle the exhibit immediately after the close of the exhibition.

EXHIBIT SETUP

Thursday	March 23	1:00–6:00 p.m.
Friday	March 24	8:00 a.m.–6:00 p.m.

EXHIBIT MOVE OUT

Monday	March 27	1:00–6:00 p.m.
Tuesday	March 28	8:00–11:00 a.m.

All exhibits must be staffed and must remain intact until the official closing of conference at 1:00 p.m. on Monday, March 27, 2017. Early booth breakdown is strictly prohibited. As a matter of policy, exhibitors may not cease conducting business, remove products from shelves, or pack, tear down, or dismantle any portion of their exhibit/booth prior to the official closing of conference.

ASCD will have teams walking the Exhibit Hall to enforce this policy. By submitting an Application and Exhibit Booth Contract, the exhibitor agrees that if ASCD determines that early breakdown occurred, ASCD is authorized to take photographs as verification of the infraction, to be sent to the exhibitor within 30 days of conference closing. In addition, violators shall be assessed a \$500 fine for the first occurrence and \$1,000

fine if the violation occurs at a subsequent ASCD conference. Should early breakdown occur at a third ASCD conference, the exhibitor forfeits booth placement for the next two years. Fines are payable upon receipt of notification that early breakdown occurred and must be paid prior to reserving space in any subsequent ASCD conference. This policy will be strictly enforced by ASCD, commencing with Empower 17.

Exhibits must be removed from the Exhibit Hall no later than 11:00 a.m. on Tuesday, March 28, 2017. Materials not removed by this time will be removed and put in storage at the exhibitor's expense. In addition, Freeman Co. Exposition Service will not honor requests for early breakdown and outbound material order forms prior to the closing of conference.

EXHIBIT HOURS

All booths must be open and staffed during the following hours:

Saturday	March 25	8:30 a.m.–5:30 p.m.
Sunday	March 26	8:30 a.m.–5:30 p.m.
Monday	March 27	8:30 a.m.–1:00 p.m.

CANCELLATION

All cancellations must be made in writing to ASCD's exhibits manager. If ASCD receives cancellation notification on or before October 1, 2016, the 50 percent rental space deposit will be refunded. No refunds or credits will be issued if an exhibitor chooses to downsize after the initial space selection. Failure to occupy booth space does not release the exhibitor from the obligation to pay for the full cost of the rental. No refunds will be made in any amount or for any reason for cancellation notices received after October 1, 2016. If booth space is not occupied by 6:00 p.m. on Friday, March 24, 2017, ASCD has the right to use such space as it sees fit to eliminate empty spaces in the Exhibit Hall.

If an event of *force majeure*—such as a flood, fire, strike, riot, civil commotion, or other uncontrollable circumstance that renders the exhibit area unfit or unavailable for use—occurs within 10 days of the opening date of the exhibit, 50 percent of the space rental fee will be refunded.

USE OF SPACE

All demonstrations, interviews, literature distributions, or other promotional activities must be confined within the space rented by the exhibitor. Sufficient space must be provided within the booth to contain persons watching any demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisle or aisles near the booth free of congestion from demonstrations or other promotions.

No exhibitor will assign, sublet, or share the space allotted without management's knowledge and consent. Exhibitors must show only goods manufactured or dealt in by them in the normal course of business. 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 or beverages must obtain approval of exhibit management and must conform to the Exhibit Hall's regulations. Firms or organizations not assigned exhibit space may not solicit business within the exhibit area.



EXHIBIT CONSTRUCTION

Booth back walls are 8' high and side dividers are 3' high. No special signs, booth construction, apparatus, or lighting fixtures are permitted in excess of 8' in background height. In straight-line booths, all construction or parts of the display exceeding 4' in height must be placed at least 5' in from the aisle. Any other parts of the exhibit occupying the back half of the booth will not be permitted to exceed the 8' height of the back wall. Island areas of 20' by 20' or larger, with the approval of exhibit management, may extend up to—but not exceed—20' in height.

Interference with other exhibitors' light and space is prohibited. Display materials that expose an unfinished surface to neighboring booths are not permitted and must be finished at the exhibitor's expense. Management reserves the right to have such finishing done and to bill the exhibitor for the expense.

RESTRICTIONS

Management reserves the right to restrict exhibits that are not consistent and compatible with adopted ASCD values and that unfairly exploit ASCD products and services. Management also reserves the right to restrict exhibits that become objectionable because of noise, method of operation, materials, or for any other reason, and to prohibit or evict any exhibit that in the opinion of the management may detract from the general character of the ASCD Exhibit Show as a whole. This restriction includes persons, things, conduct, printed matter, or anything that the management determines objectionable in character. In the event of such restriction or eviction, ASCD is not liable for any refunds or other exhibit expenses.

SALES

Exhibitors are permitted to make sales on the exhibit floor. It is the exhibitor's sole responsibility to obtain the appropriate licenses or permits as required by law, collect and remit sales taxes, and take care of any other legal business requirements. A copy of the license or permit must be furnished and on file with the ASCD exhibits manager prior to the exhibition's opening.

LIABILITY

Neither the ASCD, nor the GRB, nor the official decorator, nor employees, officers, agents, directors, or representatives are liable for any damages or loss that may occur to the exhibitor or to the exhibitor's employees or property from any cause whatsoever. Insurance and liability are the full and sole responsibility of the exhibitor. The exhibitor, on signing this contract, agrees to indemnify and hold forever harmless the aforementioned for any and all liability and expense for personal injury, accident, or property damage from fire, theft, destructive causes, or loss arising out of, in, at, or in connection with the exhibitor's display.

SECURITY

Exhibit management will provide necessary security during hours the exhibit area is closed. Exhibitors, however, are solely responsible for their own exhibit materials and should insure the exhibit against loss or damage from theft, accident, vandalism, fire, or other causes.

All property of an exhibitor is understood to remain in the exhibitor's care, custody, and control in transit to, from, or within the confines of the Exhibit Hall.

CARE OF BUILDING AND EQUIPMENT

Exhibitors, or their agents, must not injure or deface the walls or floors of the building, the booths, or the booth equipment. Nothing may be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building or furniture. Distribution of promotional gummed stickers or labels is strictly prohibited. When such damage appears, the exhibitor is liable to the owner of the property so damaged.

All materials used in decoration must be flameproof. Electrical wiring must conform with National Electrical Code Safety Rules. Combustible materials or explosives are not permitted in the Exhibit Hall.