

# Sponsorship/Exhibit Terms and Conditions

## ADHERENCE TO TERMS/CONTRACTUAL AGREEMENT

As a condition of exhibiting, and when applying for space, the exhibitor agrees to adhere to all conditions and regulations outlined. Exhibitors or their representatives who conduct themselves in an unprofessional manner may be dismissed from the exhibition without refund. The ASMC reserves the right to restrict exhibits which become objectionable, and also to prohibit or move any exhibit which, in the opinion of ASMC management, detract from the general character of the event. In the event of such a restriction or removal, the ASMC shall not be liable for any refund or other exhibit expenses.

## ELIGIBILITY TO EXHIBIT

ASMC reserves the right to determine acceptability of applications for exhibit space. Applications will be accepted or rejected based on criteria including but not limited to the products' or services' professional or educational benefit to the attendees; products or services consistent with the mission, purpose, and goals of ASMC; and spatial constraints in the exhibit hall. No firm or organization not assigned exhibit space will be permitted to solicit business within the exhibit area.

## SPACE ASSIGNMENTS

Gold members of the ASMC have a two week advance registration opportunity. Assignment of space will be made on a first-come, first – served basis within a company's registration window. ASMC reserves the right to make alterations and adjustments to the floor plan. Any changes to booth selection in advance of the event or on-site must have ASMC management approval.

## INSTALLATION AND DISMANTLE

Installation and Dismantle dates and hours are outlined in the Sponsorship and Exhibit Guide. All exhibits must be fully operational one half hour prior to opening. Exhibitors are prohibited from dismantling booths prior to official close of exhibit hours. Tear down and removal of exhibits shall begin promptly after the close of exhibits.

## EXHIBIT CONDUCT

- a. Distribution of promotional or educational materials may be conducted and circulated only within the booth space assigned to the exhibitor.
- b. Exhibiting companies must open their exhibit on time and staff the booth at all times during the exhibit hours.
- c. Exhibitors must conduct exhibits in a dignified and professional manner.
- d. Aisles and exits may not be obstructed at any time.
- e. No exhibitor may sublet, assign or share exhibit space without ASMC management approval.
- f. Noise from electrical or mechanical apparatus or presentations within the booth must not interfere with other exhibitors. ASMC reserves the right to determine at what point sound constitutes interference with others.
- g. No copyrighted music may be utilized in the exhibition area in any fashion without obtaining the appropriate licensing. The exhibitor agrees to indemnify, defend and hold harmless ASMC

from any and all liability whatsoever for any infringement or violation arising from the use of copyrighted music or material.

#### GIVEAWAYS

Giveaways, contests and raffles are permitted upon written approval, within legal guidelines of the State of Florida. Exhibitors may not giveaway items that are part of the event registration materials—i.e. Tote Bags, lanyards or badge reels.

#### STORAGE

Nothing may be stored behind booths or back wall drapes. All exhibits are subject to inspection by ASMC and the Fire Marshall during setup and throughout the show to ensure that these areas are kept free of materials. Adherence to all fire and safety regulations is mandatory.

#### FOOD & BEVERAGE

All food & beverage consumed on the premises of the Hotel must be provided by the Hotel. Food & Beverage requirements in exhibit booths must be arranged with facility contractor. Contact furnished upon request.

#### EXHIBITOR APPOINTED CONTRACTORS

An exhibitor choosing to use the services other than those provided through the official service contractors must notify ASMC and the General Service Contractor in writing at least 30 days prior to the opening of the exhibits. A form for notification and insurance certification will be in the Exhibitor Service Kit.

#### BOOTH DESIGN AND ARRANGEMENT

Exhibitors must show good judgment and consideration for neighboring exhibits. A detailed floor plan is available at [PDI2016.org](http://PDI2016.org)

Linear or in-line booths (10' × 10' units or multiples thereof) are arranged in a straight line. The back wall of any construction in a linear booth shall not exceed 8' in height including signage. All display material is restricted to a maximum height of 4' in the front half or the front 5' of the booth and a maximum of 8' in the rear half or the rear 5' of the booth. Side dividers will be 36" high.

Island Booths are any size booth exposed to aisles on all four sides and is 20' × 20' or larger. While the entire cubic content of the space may be used up to the maximum allowable height, which is 20 feet, the visual disadvantage created by a neighboring island should be no greater than that which would be caused by an in-line or linear booth. Rigging of booth signs and banners must be installed and removed by the facility's exclusive rigging supplier and may not be physically attached to any part of the facility or to any of the furnishings or fixtures of the facility without approval.

An End-cap Booth is exposed to aisles on three sides and comprised of two booths. End-cap Booths are generally 10' deep by 20' wide. The maximum back wall height of 8' is allowed only in the rear half of the booth space and within 5' of the two side aisles, with a 4' height restriction imposed on all materials in the remaining space forward to the aisle.

Hanging Signs are not permitted over linear/inline booths or any booth smaller than 400 sq. ft.

Any unfinished walls in booths are subject to review by Exhibit Management. Should Exhibit Management deem the backside of the booth “unsightly” and/or does not conform to the overall quality of the show, the exhibitor may be required to drape the backside of the booth at the exhibitor’s expense.

The exhibit hall is carpeted; color is a combination of light green, navy blue, and periwinkle. You can order carpet with your color scheme through the General Service Contractor.

No signs or parts of exhibits or any other exhibit materials may be suspended from or attached to the ceiling (unless approved as noted above) or taped, posted, nailed, screwed or in any way attached to the walls, columns, drapes, floor or any other facility surface. All displays and decorations must be fireproof.

#### USE OF ASMC NAME AND LOGO

The use of the ASMC or PDI logo on displays, signs, giveaways, promotional literature or other materials is prohibited. The use of the acronyms “ASMC,” or “PDI” reference to the meeting may be used in promotional materials only with the express written approval of ASMC. All design concepts and promotional materials should be sent to ASMC Exhibits Management for review and approval prior to printing.

#### INSURANCE

Exhibitors understand that neither ASMC nor the Orlando World Center Marriott or Service Contractors maintain insurance covering the exhibitors’ property. Exhibitors must obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury. If requested by ASMC, Exhibitor shall provide ASMC with certificates evidencing the required coverage before the PDI.

#### LIABILITY AND INDEMNIFICATION

a. Exhibitors must surrender the space occupied in the same condition as received. Exhibitors are required to strictly comply with all terms of their agreement as contained in the Exhibitor Guide, the Exhibitor Service Kit, the Exhibit Space Application/Contract, and exhibitor correspondence as well as all applicable terms and conditions contained in the agreement between ASMC and the Hotel. The Exhibitor is responsible and accountable for the actions of its staff and any appointed contractor or vendor. b. Exhibitor shall not allow any children under the age of 18 in the exhibit hall during installation or dismantle.

c. Exhibitor agrees that it will indemnify and hold and save ASMC and their respective officers, directors, members, employees and agents, whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or averted against ASMC or Show Management on account of injury or damage to person or property to the extent that any such damage or injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees or of any other person entering upon the Premises leased hereunder with the express or implied invitation or permission of Exhibitor, or when any such

injury or damage is the result, proximate or remote, of the violation by Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance or governmental order of any kind, or when any such injury or damage may in any other way arise from or out of the occupancy or use by Exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder. Such indemnification of ASMC and Show Management by Exhibitor shall be effective unless such damage or injury may result from the sole negligence, gross negligence or willful misconduct of ASMC. Exhibitor covenants and agrees that in case ASMC shall be made a party to any litigation commenced by or against Exhibitor or relating to this lease or the Premises leased hereunder, then Exhibitor shall and will pay all costs and expenses, including reasonable attorneys' fees and court costs, incurred by or imposed upon ASMC by virtue of any such litigation.

#### PROPERTY DAMAGE

Neither ASMC nor Exhibitor shall be responsible for any loss of or damage to property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, government regulation, public enemy, riot, civil commotion or other insurable casualty, and ASMC and Exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. In the event that such occurrence results in cancellation of the PDI, each party hereby releases the other from obligations under this contract. Accordingly, it shall be the responsibility of ASMC and Exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage.

#### USE OF CERTAIN PROPERTY

Exhibitor will assume all costs arising from the use of patented, trademarked, or franchised materials, devices, processes or dramatic rights used on or incorporated in the exhibitor's space. Exhibitor shall indemnify, defend and hold harmless ASMC, the City and their officers, directors, members, agents and employees from and against all claims, demands, suits, liability, damages, losses, costs, attorneys' fees and expenses of whatever kind or nature, which might result from or arise out of use of any such material(s) described above.

#### SECURITY

ASMC provides security of the periphery of the exhibition hall on a twenty-four hour basis beginning at the start of move-in and continuing through the exhibition closing. The furnishing of such services shall not be construed to be any assumption of obligation nor duty with respect to the protection of the property of Exhibitors, which shall at all times remain in the sole possession and custody of each Exhibitor and shall be the sole responsibility of each Exhibitor. For added protection, however, ASMC requires each Exhibitor to obtain insurance on booth material, equipment and personnel as outlined above. Security service for individual booth spaces will be available to exhibitors at their own expense. Information will be provided in the Exhibitor Service Kit.

#### PAYMENT TERMS

All exhibitors who reserve space are required to submit a 20% deposit of the total sponsorship and/or booth space fee. The balance will be due prior to April 1, 2016. Full booth payment must accompany applications submitted on or after April 1, 2016.

**CANCELLATIONS AND REDUCTION OF BOOTH SPACE and/or SPONSORSHIPS**

Notification of cancellation of booth space, sponsorship/advertising, or reduction of booth space must be submitted in writing prior to April 1, 2016 and are subject to forfeit of 20% deposit. There will be no refund for exhibitors who for any reason do not exhibit and have not submitted a written cancellation request prior to stated deadline. Any space not claimed and occupied for which no special arrangements have been made prior to the exhibition opening may be resold or reassigned by ASMC without obligation on the part of ASMC for any refund whatsoever and will be charged an additional lounge fee of \$500, unless the space is resold. Sponsorship of promotional items may not be canceled after such time as the promotional item has been ordered. Web banner advertising commitments may not be canceled after such time as the advertising has been posted to the website.

In witness whereof, the parties have caused this Agreement to be executed by their duly authorized representatives as of date initial date written below:

_____ American Society of Military Comptrollers	_____ (Company Requesting)
_____ Authorized Personnel	_____ Authorized Personnel
_____ Signature	_____ Signature
_____ Title	_____ Title
_____ Date	_____ Date