



2010 SAWC Fall Exhibitor Agreement

Complete this form to reserve exhibit space for the SAWC at the Anaheim Convention Center, September 23-25, 2010. Please note that by submitting this form, you understand that your use of this space is subject to the conditions and terms provided on the back of this agreement, which upon acceptance by HMP Communications will become a binding contract between you, as the exhibitor, and HMP Communications.

Subsidiaries of one company may have more than one name. Unaffiliated companies may not have a combined listing. **(List name exactly as it should appear in the program and promotional material.)**

EXHIBITING COMPANY INFORMATION:

Company name: _____

Address _____

City: _____ State: _____ Zip code: _____

Telephone: _____ Fax: _____

Contact name: _____ Title: _____

Website address: _____ Email address: _____

Date: _____ **Signature:** _____

EXHIBIT BOOTH:

Booth sizes	Booth rates	Number of badges allocated per booth*
10' x 10' booth	\$3,300	3
10' x 20' booth	\$6,600	5
20' x 20' island	\$13,200	8
20' x 30' island	\$19,800	10
20' x 40' island	\$26,400	12
30' x 30' island	\$29,700	14
30' x 40' island	\$39,600	15
30' x 50' island	\$49,500	18
40' x 40' island	\$52,800	22
30' x 60' island	\$59,400	25
40' x 50' island	\$66,000	28

Preferred Booth Size _____ x _____

Total Booth Cost: \$ _____

Assigned Booth Number: _____

***2009 Booth rates will be honored for only those companies who have submitted a signed contract for space along with 50% payment for that space by September 25, 2009.**

**** Badge orders must be received by August 23, 2010. Be sure to submit your badge order by the deadline to avoid an additional \$25 fee per badge which will be assessed for onsite printing. All badges required beyond the free allotment as shown will cost \$75.00 each if ordered by the March 23 deadline. After the deadline, additional badges will cost \$100.00 each.**

PAYMENT INFORMATION:

We agree to pay the total booth cost as rental for the space allotted to us. We understand that a 50% deposit must accompany the application with the balance due May 21, 2010. After this date, payment in full must accompany all space applications. Make check payable to HMP Communications or provide credit card information below.

CANCELLATIONS:

Notification of intent to cancel sponsorship must be provided in writing. Cancellations before July 7, 2010, will result in forfeiture of 50% of the total booth fee; cancellations after this date will result in the forfeiture of the total booth fee. Notice of cancellations must be submitted in writing.

- I would like only the deposit charged to my credit card at this time and I approve automatically charging the balance to this credit card on May 21, 2010.
- I would like the entire amount charged to my credit card at this time.
- Check Enclosed: Mail your application along with a 50% deposit or full payment and check made payable to: HMP Communications, SAWC Exhibitor Booth Registration, P.O. Box 827691, Philadelphia, PA 19182

Credit card type: (circle one): Visa MC Amex Discover

Name on credit card (please print): _____

Credit card number: _____ Expiration date: _____

Signature: (required) _____ Date: _____



Terms and Conditions

This form indicates the policies and regulations set forth as part of the contract for sponsorship with HMP Communications and its organizing committee, hereinafter referred to as HMP, for the SAWC conference being held at the Anaheim Convention Center. HMP reserves the sole right to render all interpretations, to amend and enforce these policies and regulations, and to establish any and all further regulations not specifically covered below to assure the general success and well being of the conference. HMP reserves the right to decline, prohibit, and/or deny any sponsorship that in its sole judgment is contrary to the character, objectives, and best interests of the conference or suitable for its attendee audience.

General Exhibit Information: All exhibits must be set up by 12:00 PM on Thursday, September 23, 2010 without exception. The exhibits officially close at 3:00 PM on Saturday, September 25, 2010. No exhibitors may dismantle exhibits until the official closing time. HMP Communications reserves the right to assign booth space. All booths must reflect a uniform image. Each exhibitor will be permitted to display the following items only: literature, logos, company signs, and samples.

Exhibitor Services: The following services will be provided for exhibitors at no additional charge: 7' x 44" identification sign, eight-foot-high back wall, and three-foot side drape. The official decorating and drayage company of the SAWC will provide and distribute an exhibitor kit containing literature and rates for all services and equipment. All furnishings and special requirements should be ordered through that decorating company.

Ceiling Height: The ceiling height in the exhibit hall is 24 feet. No hanging sign or booth display may exceed 8 feet in height, with the exception of island booths and perimeter booths, which cannot exceed 12 feet in height. Only island booths are permitted to have hanging signs, and those signs cannot exceed 20 feet in height.

Exhibit Coordinator: The official decorating company will direct and manage all of the following services and will have a service desk in operation at the time of installation and dismantle: • Exhibitor service manual distribution • furnishings • labor • rent or exhibit displays • signage • material handling services • transportation services

Exhibitor's Information Kit: A complete Exhibitor's Information Kit containing all the necessary order forms for drayage, electrical service, furniture rental, carpeting, cleaning, etc., will be mailed to each exhibitor after confirmation of space assignments. The official decorating company of the SAWC will also provide instructions within the kit so forms may be processed online.

Subletting of Space: The exhibitor agrees that the display will be confined to the area of space reserved and that subletting or showing products other than those manufactured or represented by the exhibitor is strictly prohibited.

Arrangement of Exhibits: The exhibitor agrees to manage his/her exhibits so as not to obstruct or interfere in any way with the general view, the view of the exhibits of other exhibitors, or the free passage of spectators. The decision of HMP Communications as to what constitutes such obstruction or interferences will be final.

Care of Space: The exhibitor agrees not to deface, injure, or mar the exhibition hall of the Anaheim Convention Center, any of the furniture or fixtures contained therein, and/or any of the property of whatever nature placed therein. The exhibitor will be liable to HMP and/or the Anaheim Convention Center for any damage resulting to such exhibition hall, furniture and fixtures contained therein, and/or such property placed therein by HMP, which will occur by reason of the commission or omissions of any exhibitor and/or its agents, servants, or employees. The exhibitor will defend and hold harmless HMP from all claims and suits against HMP arising from the aforesaid commissions or omissions of the exhibitor, their agents, servants, or employees. All materials used by exhibitors must conform to the requirements of the Fire Department of Anaheim, California. X-ray equipment is to be disconnected.

Insurance: HMP Communications assumes no responsibility for the safety of the personnel and property of exhibitors or the personal property of their officers, agents, servants, or employees. Any exhibitor wishing to insure his/her personnel or goods against injury, theft, damage by fire, accident, or other cause must do so at his/her own expense.

Security: HMP will provide around-the-clock security to control access to the exhibit hall beginning Tuesday, September 21, 2010, at 1:00 PM and continuing during exhibit hall hours only. HMP and the Anaheim Convention Center are not responsible for loss of or damage to exhibitor property. Exhibitors will be required to display proper credentials to gain access to the floor.

Liability: HMP will not be liable for any damages in the event that performance of this contract is rendered impossible for any of the following causes: destruction of the exhibit hall or any substantial portion thereof by fire, earthquake, the elements, a public enemy, strikes or other public disorder, impossibility of performance created by lay or any public authority, and/or for any cause beyond its control or the control of the Anaheim Convention Center.

Children: Under no circumstances will children be allowed in the exhibit hall during installation or dismantle. For reasons of insurance children are not permitted on the show floor. Because of limited seating capacity and the highly technical nature of the programs, children are not invited to attend presentations.

Shipping Instructions: Please ship early and prepay all transportation charges. Collect shipments will not be accepted and all shipments should be labeled with return address. Additional shipping instructions and labels will be provided in the decorating kit. All shipments should be packed securely and fully prepaid. Bills of lading should be forwarded to the drayage agent when shipment is made. Each exhibitor agrees to ship his/her materials at the company's own risk and expense.

Conduct of Exhibits: All booths must be uniform. Interviews, demonstrations, and distribution of literature or samples must be made within the booth area assigned to the exhibitor. Canvassing or distributing of promotional materials outside the exhibitor's own booth will not be permitted. Any and all educational activities conducted at the booth must be delivered via headsets — no exceptions. HMP Communications reserves the right to monitor and reduce the sound of any system so that it does not interfere with the show and/or other exhibitors. Exhibitors may not serve or dispense food or beverages of any type from their booths or in the exhibit area without the consent of HMP Communications. No part of the display including products is permitted outside the exhibit space. Products and furnishings should be arranged with the safety of the exhibitors and attendees in mind. Each exhibitor must make provisions for the safeguarding of his goods, materials, equipment, and display at all times. The exhibit hall will be secure during closed hours, but neither HMP Communications nor the Anaheim Convention Center will be held liable for personal injuries or for damage to property owned or controlled by the exhibitor in the rented exhibition space. The exhibitor will indemnify and hold HMP Communications and the Anaheim Convention Center harmless against all such claims. All of the exhibitor's property should be deemed to remain under the exhibitor's custody and control in storage, in transit to or from, or within the confines of HMP Communications or its service contractor. Each exhibiting company should acknowledge that it is responsible for obtaining insurance coverage in such amounts as it deems appropriate to comply with its obligations hereunder and for its own protection. Each exhibiting company that wishes to insure its exhibit and display materials against loss of any kind must do so at its own expense.

Electrical Power and Utilities: Rates and data on electrical power, telephone connections, etc., will be provided in the Exhibitor Service Manual from the decorator.

Telecommunication Services: Rates and data will be provided in the Exhibitor Service Manual from the decorator.

Cancellation Policy: If HMP Communications receives written notice of space cancellation by July 7, 2010, a 50% refund of monies received will be made. If an exhibitor cancels after July 7, 2010 and the space is not resold or the exhibits are not sold out, the entire cost of booth space will be forfeited.