

# EXHIBIT APPLICATION AND SPACE CONTRACT

## *2010 ISPA/SCEA Joint Annual Conference & Training Workshop at the Sheraton San Diego Hotel and Marina in San Diego, CA June 8-11, 2010*



PACKAGE PRICE of \$2,000 includes:

- 8' X 10' BOOTH WITH ONE ELECTRICAL LINE PROVIDED – HARBOR ISLAND 1
- PIPE AND DRAPE, 1 TABLE, 2 CHAIRS, and WASTEBASKET
- SIGNAGE ON BOOTH
- LISTING IN CONFERENCE PROGRAM AND ON EXHIBITS ENTRANCE MARQUEE
- TWO (2) COMPLIMENTARY FULL CONFERENCE REGISTRATIONS

PACKAGE PRICE of \$1,250 includes:

- 6' X 2.5' TABLE – HARBOR ISLAND 1
- DRAPE, 2 CHAIRS, and WASTEBASKET
- SIGNAGE
- LISTING IN CONFERENCE PROGRAM AND ON EXHIBITS ENTRANCE MARQUEE
- ONE (1) COMPLIMENTARY FULL CONFERENCE REGISTRATION

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USE OF SPACE – Exhibitors will not be permitted to sublet or divide space or to display any items for any non-exhibitor. Display boards and other material may not be placed so that they interfere with other exhibits. The conference reserves the right to alter the location of exhibits if deemed advisable in the best interest of the exhibition or if directed by fire inspector.

RESTRICTIONS – (1) Explosives or combustible materials are not to be displayed. This includes gas, paint, alcohol, turpentine, chemicals, etc. (2) All aisles and exits must be kept clear, clean and free from obstructions to comply with fire regulations. (3) All materials used in the construction of exhibit booths must be fire retardant.

CONDUCT OF BUSINESS BY EXHIBITORS – Because of certain regulations respecting income from trade shows, sale of products or services, or the taking of orders thereof on the exhibit floor is prohibited. The purpose of the exhibit is to acquaint attendees with products and services available to them. This restriction does not prevent exhibiting firms from following through on leads with prospective customers after the conclusion of the exhibit program. Sound equipment may be used for demonstration only. The use of sound or music for attracting attention is prohibited.

### EXHIBIT HOURS

Tues. June 8	Decorator Set-Up	8:30 a.m. to 12 p.m.	
Tues. June 8	Exhibitor move-in	12 p.m. to 4 p.m.	
Tues. June 8	Exhibit area open	5 p.m. to 7:30 p.m.	Open during Attendee Reception
Wed. June 9	Exhibit area open	7 a.m. to 5 p.m.	
Thurs. June 10	Exhibit area open	7 a.m. to 5 p.m.	
Fri. June 11	Exhibit area open	7 a.m. to 12 p.m.	Open through mid-morning break
	Exhibits Dismantled	12 p.m. to 2 p.m.	

**SECURITY** – While a security guard is provided in the Exhibit Area on Tuesday, Wednesday and Thursday nights, exhibitors take full responsibility for security of contents of their exhibit. High value exhibit contents, such as computers and electronic equipment, should be secured or removed overnight.

**SHIPMENTS** – The hotel does not accept or store shipments of booth equipment for exhibitors. All shipments must be sent through the Official Service Contractor. Any arrangements for advance shipment of materials by an exhibitor are the responsibility of the exhibitor. SCEA & ISPA offer no such services nor are they responsible for any arrangements made between the exhibitor and the Official Service Contractor. Any fees imposed by the hotel as a result of exhibitor shipments will be billed directly to the exhibitor.

**SCEA & ISPA HOLD HARMLESS CLAUSE** – Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and defend and hold harmless SCEA and ISPA, their respective employees and agents against all claims, losses and damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises. In addition, SCEA and ISPA do not maintain insurance covering Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses by the Exhibitor.

**HOTEL HOLD HARMLESS CLAUSE** – The Exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save Hotel, its owners, its operator, Starwood Hotel & Resorts Worldwide, Inc., and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of Hotel and its employees and agents.

The exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this Exhibit, in an amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage.

Hotel, its owners, its operator, and Starwood Hotels & Resorts Worldwide, Inc. shall be included in such policies as additional named insureds. In addition, the Exhibitor acknowledges that neither Hotel, its owners, its operator, nor Starwood Hotels & Resorts Worldwide, Inc. maintain insurance covering exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance insuring any losses by the Exhibitor.

**PAYMENT TERMS** – Payment is due with agreement or within 10 days of submitting contract. Receipt and acceptance of an executed Contract will reserve space. In addition to checks, Master Card, Visa and American Express credit cards are accepted.

**CANCELLATION OF SPACE** – Cancellation notification must be submitted in writing to SCEA, Attn: Erin Whittaker or email to erin@sceaonline.org. Refund of the total amount paid, less a \$50 processing fee per space reserved, will be made if cancellation is received on or before May 18, 2010 and no refunds will be made for cancellation received after that date.

**RE-ASSIGNMENT OF SPACE** – Exhibit space not occupied by 5 p.m. on Tuesday, June 8, 2010 will be defaulted and may be reassigned by the Exhibit Manager to another exhibitor without refund of the rental paid.

**COLORS:** Royal Blue and White  
Exhibit area is carpeted.

**EXHIBIT LOCATION** – All exhibits will be located in Harbor Island 1 of the Sheraton San Diego Hotel & Marina. The Sheraton San Diego Hotel & Marina is located at 1380 Harbor Island Drive, San Diego, CA 92101, Phone (619)291-2900.

**HOTEL ROOM RESERVATIONS FOR THE 2010 ISPA/SCEA JOINT ANNUAL CONFERENCE & TRAINING WORKSHOP** can be made by calling 1-877-734-2726 and requesting the "ISPA/SCEA 2010" rate. Reservations can also be made by logging into the following website: <http://www.starwoodmeeting.com/StarGroupsWeb/res?id=0912115434&key=BDE4A>. The conference rate is \$199 per night, available until the group block is sold out. We recommend you make your reservation early.

**CANCELLATION OF CONFERENCE EXHIBITION** – Should the exhibition be canceled, postponed, or abandoned prior to the opening date, the limit of any claim for damages and/or compensation of the exhibitor shall be the return to the exhibitor of the amount already paid for space for the canceled portion of this specific event.

# SPONSORSHIP OPPORTUNITIES

## 2010 ISPA/SCEA JOINT ANNUAL CONFERENCE AND TRAINING WORKSHOP JUNE 8-11, 2010

### **Promote your firm's name and image!**

- **1. PROGRAM BOOK** – 1 Sponsor \$2,200
  - 1. Program Book - Printing  
(Includes special program and marquee acknowledgement, your full page **color ad** in Program Book (premium location), and Insertion of your brochure or CD in Conference Material Bag)
  
- **2. CONFERENCE MATERIAL BAGS** – 1 Sponsor TAKEN
  - 2. Your Company logo on conference bags  
(Includes special program and marquee acknowledgement and Insertion of your brochure or CD in Conference Material Bag)
  
- **3. BADGE HOLDER** – 1 Sponsor TAKEN
  - 3. Your Company Logo on Badge Holder  
(Includes special program and marquee acknowledgement and insertion of your brochure or CD in Conference Material Bag)
  
- **4. PADFOLIO** – 1 Sponsor \$2,000
  - 4. Your Company Logo on Padfolio  
(Includes special program and marquee acknowledgement and insertion of your brochure or CD in Conference Material Bag)
  
- **5. TUESDAY EVENING ATTENDEE RECEPTION** – 1 Sponsor \$2,500  
(or 2 sponsors for \$1500 each)
  - 5. Attendee Reception  
(Includes multiple signage at reception, special program and marquee acknowledgement, Full Page color ad in Program Book, and Insertion of your brochure or CD in Conference Material Bag)
  
- **6. BREAKFAST**- 1 Sponsor each Breakfast \$800
  - 6a. Tuesday Breakfast
  - 6b. Wednesday Breakfast
  - 6c. Thursday Breakfast
  - 6d. Friday Breakfast  
(Includes special program and marquee acknowledgement and Insertion of your Brochure or CD in Conference Material Bag)
  
- **7. REFRESHMENT BREAK** – 1 Sponsor each day \$800
  - 7a. Tuesday A.M. and P.M. Breaks
  - 7b. Wednesday A.M and P.M. Breaks
  - 7c. Thursday A. M. and P.M. Breaks  
(Includes special program and marquee acknowledgement and Insertion of your Brochure or CD in Conference Material Bag)
  
- **8. LUNCH** - 1 Sponsor each Lunch \$1,500  
((\$1200 for Tuesday))
  - 8a. Tuesday Lunch - \$1200
  - 8b. Wednesday Lunch - \$1500
  - 8c. Thursday Lunch - \$1500  
(Includes special program and marquee acknowledgement and Insertion of your Brochure or CD in Conference Material Bag)
  
- **9. ADDITIONAL SPONSORSHIP OPPORTUNITIES:**
  - 9. Insertion of your Brochure or CD in Conference Material Bags \$ 400

**EXHIBITOR CONTRACT**  
**2010 ISPA/SCEA Joint Annual Conference and Training Workshop**  
**June 8-11, 2010**  
**San Diego, CA**

It is understood that the rules and regulations contained herein, and those on this official application, become a part of the contract between the Exhibitor and SCEA and ISPA. Acceptance of an exhibit application and notification of such acceptance by SCEA and ISPA constitutes a contract.

In accordance with the rules and regulations governing the exhibits for the 2010 ISPA/SCEA Joint Annual Conference and Training Workshop, to be held June 8 – 11, 2010, the undersigned makes application for exhibit space. See PAYMENT TERMS.

\_\_\_\_ 8' x 10' booth at \$2,000 each      \_\_\_\_ 6' x 2.5' table at \$1,250 each  
Booth Preference 1<sup>st</sup> \_\_\_\_ 2<sup>nd</sup> \_\_\_\_ 3<sup>rd</sup> \_\_\_\_ 4<sup>th</sup> \_\_\_\_

**To check space availability, call Erin Whittaker at 703-938-5090**

Completion of the following and acceptance by SCEA & ISPA constitutes a binding contract:

**PLEASE PRINT**

FIRM NAME and name desired on Signage, if different:

\_\_\_\_\_

SHOW COORDINATOR: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

\_\_\_\_\_

PHONE \_\_\_\_\_ FAX: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

NAMES OF REPRESENTATIVES RECEIVING COMPLIMENTARY CONFERENCE REGISTRATIONS (AS THEY SHOULD APPEAR ON NAME BADGES). Additional Booth representatives must register separately at standard conference registration rates.

1. \_\_\_\_\_ 2. \_\_\_\_\_

**IMPORTANT - PLEASE E-MAIL TO Mitchell.Mandi@verizon.net A BRIEF PROFILE OF YOUR FIRM, PRODUCTS AND/OR SERVICES to be printed in the Workshop Program Book. Graphics are permitted. Specifics should include your Web Address and name of Customer Contact Person. Total text should not exceed one 8-1/2" x 11" size page.**

Contract Authorizing Signature: \_\_\_\_\_ Date: \_\_\_\_\_

\*\*\*\*Continue to next page\*\*\*\*

**Exhibitor Contract  
Page 2 - Payment**

**EXHIBIT SPACE**

BOOTH SPACE: Includes two full conference registrations \$2,000 per booth  
 TABLE SPACE: Includes one full conference registration \$1,250 per table

**SPONSORSHIP OPPORTUNITIES**

- 1. \_\_\_\_ PRINTING OF PROGRAM BOOK \$2,200
- 2. \_\_\_\_ CONFERENCE MATERIAL BAGS TAKEN
- 3. \_\_\_\_ BADGE HOLDERS TAKEN
- 4. \_\_\_\_ PADFOLIO \$2,000
- 5. \_\_\_\_ TUESDAY EVENING ATTENDEE RECEPTION \$2,500
- 6. \_\_\_\_ BREAKFAST- 1 Sponsor each Breakfast \$ 800
  - \_\_\_\_ 6a. Tuesday Breakfast
  - \_\_\_\_ 6b. Wednesday Breakfast
  - \_\_\_\_ 6c. Thursday Breakfast
  - \_\_\_\_ 6d. Friday Breakfast
- 7. \_\_\_\_ REFRESHMENT BREAK – 1 Sponsor each day \$ 800
  - \_\_\_\_ 7a. Tuesday Break a.m. & p.m.
  - \_\_\_\_ 7b. Wednesday Break a.m. & p.m.
  - \_\_\_\_ 7c. Thursday Break a.m. & p.m.
- 8. \_\_\_\_ LUNCH - 1 Sponsor each Lunch
  - \_\_\_\_ 8a. Tuesday Lunch \$1,200
  - \_\_\_\_ 8b. Wednesday Lunch \$1,500
  - \_\_\_\_ 8c. Thursday Lunch \$1,500
- 9. \_\_\_\_ ADDITIONAL SPONSORSHIP OPPORTUNITIES:
  - Insertion of your Brochure or CD in Material Bags \$ 400

NUMBER OF BOOTH SPACES \_\_\_\_ @ \$2,000 PER SPACE \$ \_\_\_\_\_  
 NUMBER OF TABLE SPACES \_\_\_\_ @ \$1,250 PER SPACE \$ \_\_\_\_\_

SPONSORSHIP OPPORTUNITIES # \_\_\_\_\_ \$ \_\_\_\_\_

(List elected sponsorships by number and total \$ cost)

**TOTAL AMOUNT DUE \$ \_\_\_\_\_**

Our check is enclosed: \_\_\_\_\_ Payment by credit card: AMEX \_\_\_ VISA \_\_\_ MasterCard \_\_\_

CARD NUMBER \_\_\_\_\_ EXP. DATE \_\_\_\_\_

Print name of cardholder: \_\_\_\_\_

**Payment is due with agreement or within 10 days of submitting contract to reserve space.** Please FAX this contract with your credit card information to 703-938-5091 or mail this contract with your check (made payable to **SCEA & ISPA JOINT CONFERENCE**) or credit card information to:

**SCEA and ISPA JOINT OFFICE  
 Attn: ERIN WHITTAKER  
 527 Maple Avenue East, Suite 301  
 Vienna, VA 22180**

# SCEA ISPA International Conference

June 8-11, 2010

San Diego Sheraton Harbor Island

Harbor Island I

San Diego, California

FLOOR PLAN SUBJECT TO FIRE MARSHAL APPROVAL.  
FIRE MARSHAL MANDATES MINIMUM OF 10' AISLES.

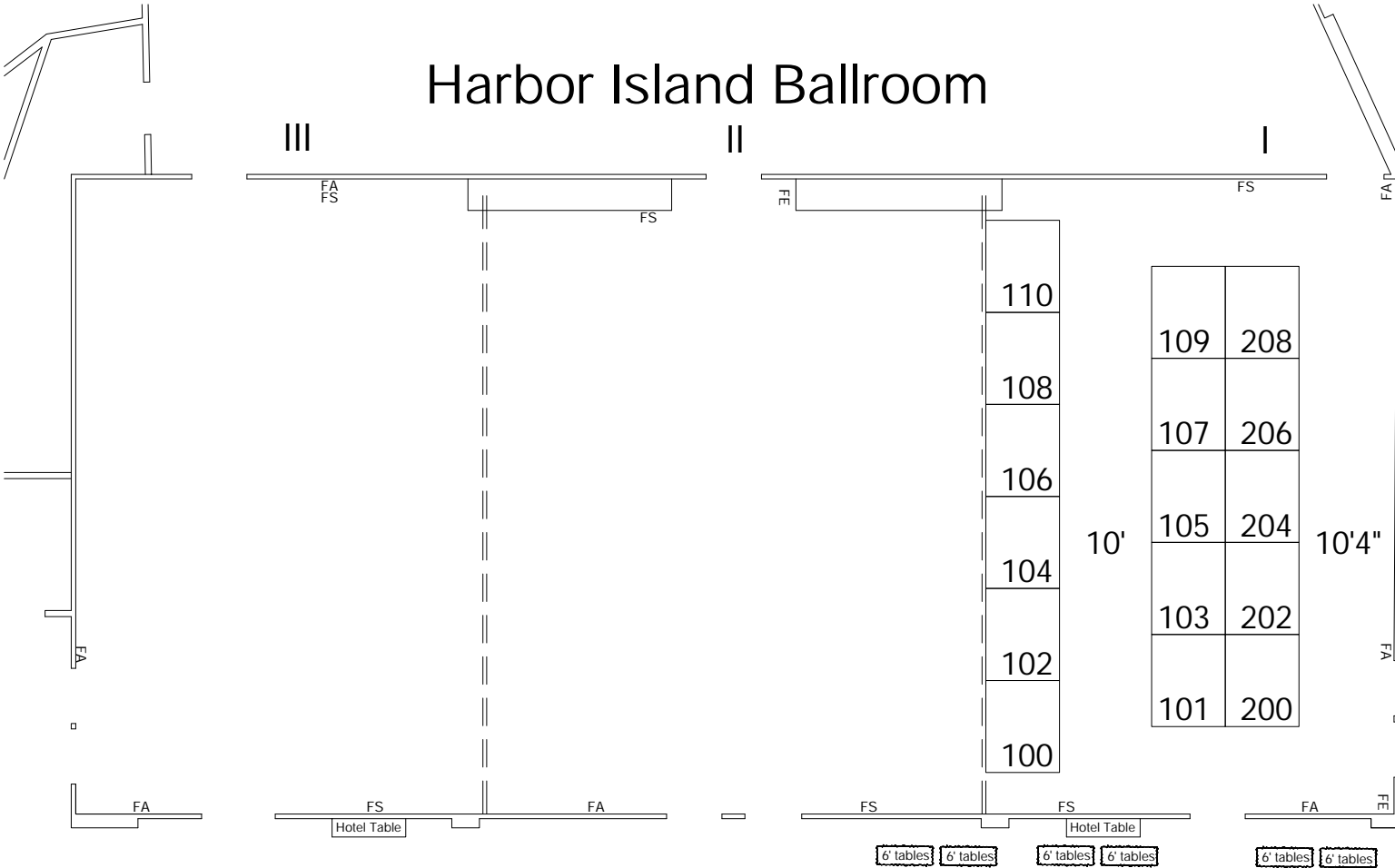
REVISION DATE:  
01/11/2010 KB

## BOOTH COUNT

Inventory as of 01/11/2010

Dimension	Size	Qty	SqFt
8'x10'	80	16	1,280
Totals:		16	1,280

## Harbor Island Ballroom



## BLDG. LEGEND:

**F R E E M A N**

DRAWING STARTED:  
12/21/2009 KB

FILE PATH:  
O:\Design\master\2010\06 June\SCEA  
ISPA International Conference\Floor  
plan\SCEA.dwg  
DRAWING NAME:  
SCEA

HALL NAME:  
HARBOR ISLAND BALLROOM I

JOB NUMBER:  
PROPOSAL

ACCT. EXEC.:  
EJ SHELLEY

NOT TO SCALE

## DISCLAIMER

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## PREFUNCTION

