



FOR MANAGEMENT USE ONLY

Date Rec'd \_\_\_\_\_ Check # \_\_\_\_\_
Amt Rec'd \_\_\_\_\_ Bal Due \_\_\_\_\_

Exhibitor Application

October 28-29, 2020/John Q. Hammons Convention Center/DIA Crowne Plaza Hotel -- Denver, CO

MAIL ORIGINAL WITH PAYMENT TO AVX: OR FAX A COPY TO:

8003 So. Oneida Ct.
Centennial, CO 80113

Phone: (303) 771-2000
Email: lcramer@expomasters.com

Fax:(303) 843-6232

The exhibitor, hereby contracts for the exhibit space at the AVX 2020 in accordance with our booth preference listed below. The AVX policy stipulates a manufacturers' employee must staff your booth. No Manufacturers Rep Firm employee may work your booth - ONLY a Manufacture Employee. As an exhibitor at AVX, you agree NOT TO SELL product or service on or off the exhibit floor directly to expo attendees. \*By signing up for the exhibit you agree to socially market to your client base regionally about being in AVX prior to the event. AVX RESERVES THE RIGHT TO REFUSE BOOTH SPACE TO ANY POTENTIAL EXHIBITOR WHO DOES NOT MEET THE QUALIFYING CRITERIA. BY SIGNING THE BOTTOM OF THIS FORM, YOU AGREE TO ALL THE TERMS AND CONDITIONS SET FORTH IN THIS APPLICATION. PLEASE CONTACT SHOW MANAGEMENT FOR ANY EXCEPTIONS.

1. EXHIBITING COMPANY INFORMATION, DESCRIPTION, AND PRODUCTS TO BE DISPLAYED

Company Name: \_\_\_\_\_ (Listing as you want it in the show program, booth sign, and website)
Main Contact: \_\_\_\_\_ Title: \_\_\_\_\_ Direct Phone: \_\_\_\_\_
Email: \_\_\_\_\_ Main Phone: \_\_\_\_\_ Fax: \_\_\_\_\_
Address: \_\_\_\_\_ City: \_\_\_\_\_
State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_ Web Page URL: \_\_\_\_\_

Social Marketing Rep \_\_\_\_\_ E-Mail: \_\_\_\_\_

Who is the dealer primarily responsible for your participation in AVX? (Check all that apply)

- CCS, Burst/Key Code Media, Peak Media, Inc., 5280 Digital, Ford Audio Video, Other

Please list the products you will be displaying. If you are a distributor, please list all the companies you will be representing at AVX

2. BILLING CONTACT INFORMATION

Billing Contact: \_\_\_\_\_ Title: \_\_\_\_\_ Phone: \_\_\_\_\_
Address (if different from above): \_\_\_\_\_ City: \_\_\_\_\_
State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_ Direct Email (required): \_\_\_\_\_

3. PAYMENT TERMS

50% of total amount is the required Deposit (must accompany all contracts submitted before July 1, 2020). 100% of total amount is due July 1, 2020 for Contracted Exhibitors and must accompany all new contracts submitted after July 1st. In the event the Exhibitor cancels on or before July 1, 2020, all or part of the Exhibit space contracted for hereunder, the Exhibitor shall pay to the Producer a cancellation fee equal to 50% of all monies due. In the event the Exhibitor cancels after July 1, 2020 all or part of the Exhibit space contracted for hereunder, the Exhibitor shall pay to the Producer a cancellation fee equal to 100% of all monies due.

Check - Please make checks payable to AVX.

Paying by Credit Card? MC VISA AMEX Credit Card #: \_\_\_\_\_
V Code: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Card Holder Name: \_\_\_\_\_ Signature: \_\_\_\_\_

4. SPACE PACKAGES / MARKETING OPTIONS

EXHIBIT BOOTH SELECTION. Please indicate booth selection below. Enclose check for 50% down payment.

Table with 5 columns: Booth Description, Cost (after 1/30/20), Cost (After 6/30/20), Booth No's, AMOUNT. Rows include 10' X 10' Booth, Projector Alley Booth, Booth Package, Electric, Lunch Meal Tickets, and Number of tickets.

DIGITAL ADD-ON ENHANCEMENTS

Shared Web Ad 60 days (\$250) Exclusive Web Ad 60 days (\$500) E-Blast Ad (pre-announce what you are displaying in 1 of our E-Blasts 2-3 weeks prior to show date) (\$350)

ADVERTISING IN AVX 2020 SHOW PROGRAM (Deadline for camera-ready art is 9/30/20)

Please indicate advertisement choice(s): AD SIZE COST: Full Page --- (\$400) Half Page (\$300) Business Card (\$150)

SPONSORSHIP OPPORTUNITIES: Show management has a number of opportunities available for companies that like to set themselves apart. Please indicate which sponsorship opportunities you are interested in and show management will review what you receive with the item you select.

- Seminar Pavilion \$3,500, XPO Reception Sponsor (\$3,500), Attendee Lanyard (\$2,500), Keynote Speaker (\$1,500), XPO Espresso Service Cart (\$2,500), Wireless Internet Sponsor (\$1,500), TOTAL:

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name (Printed): \_\_\_\_\_ Title: \_\_\_\_\_

# EXHIBITION RULES AND REGULATIONS

**There will be no sharing of exhibit space this year. No more than 1 company per booth. (Rep organizations: you may have no more than 2 manufacturers per booth)**

## 1. ARRANGEMENTS OF EXHIBITS

Exhibits shall be so arranged as not to obstruct the general view nor hide the exhibits of others. Plans for specially-built displays not in accordance with regulations should be submitted to the Management before construction is ordered. **Backwalls.** Regular and specially-built backwalls including signs may not exceed an overall height of eight feet. Low side dividers between booths should not exceed 36 inches in height. If a high divider between booths is desired, it should not exceed eight feet in height nor extend from the BACK wall more than one-half of the depth of the space. All backwalls must be draped or finished in a manner acceptable to Show Management as not detracting from the quality of the show. **Booth Number:** A booth number must appear on all specially-built backwalls. No signs are allowed above the permissible backwall height. **Booth Location:** The management reserves the right to increase or decrease the size of show or to move an exhibitor's booth location if management feels it is in the best interest of the show.

## 2. FIRE, SAFETY, AND HEALTH

The exhibitor assumes all responsibility for compliance with local, city, and state ordinances and regulations covering fire, safety and health. All exhibit equipment and materials will be reasonably located within the booth and protected by safety guards and devices where necessary. Only fireproof materials should be used in displays and necessary fire precautions will be taken by the exhibitor.

## 3. LABOR

Rules and regulations for union labor are made by the local unions and may be changed at any time. Where union labor is required because of building or contractor requirements, it will be necessary for the exhibitor to comply with the regulations.

## 4. MOVING PICTURES, SOUND EFFECTS AND LIGHTING

If moving pictures are used, the exhibitor agrees to comply with union requirements for the operation of the equipment. Further, the Exhibitor agrees to indemnify Management and hold harmless from any claim of copyright, trademark or service mark infringement. Sound movies will be permitted if tuned to conversational level and if not objectionable to neighboring exhibitors. If loud speakers or sound devices are used, they should be tuned to conversational level and must not be objectionable to neighboring exhibitors. The Management reserves the right to restrict the use of glaring lights or objectionable lighting effects and sound levels of recordings or promotions.

## 5. DELIVERY AND REMOVAL DURING SHOW

Under no circumstances will the delivery or removal of any portion of an exhibit be permitted during the show hours without permission first being secured in writing from show management.

## 6. EXHIBITOR PERSONNEL AND OTHERS

Distribution of advertising matter & souvenirs must be confined to exhibitor's booth. Booths should be manned by technical specialists. They must be qualified to discuss the details of their products. The Management reserves the right to prohibit an exhibit or part of an exhibit which in their judgment may detract from the character of the exhibition. All booths must remain intact until the close of show. Canvassing in exhibit halls or distribution of advertising matter or souvenirs by representatives of non-exhibiting firms is strictly forbidden.

## 7. POWER

It is mutually understood and agreed that the Management shall use proper and reasonable care to have all power services installed in time for the opening of the show. Proper and reasonable care shall be taken to prevent the interruption of power services during the exhibition. However, the Management shall not be held responsible for late installation or interruption that may occur.

## 8. FOOD AND BEVERAGES

Exhibitor distribution of food and beverages for consumption in the building may only be made with the permission of the building management. Any food or refreshment distributed or consumed by the exhibitor shall, at the exhibitor's risk and expense, comply with all applicable federal, state and local sanitary and safety laws and regulations.

## 9. UNOCCUPIED SPACE

The Management reserves the right, should any rented exhibitor's space remain unoccupied on the opening day, or should any space be forfeited due to failure to make proper payment, to rent said space to any other exhibitor, or use said space in any other manner Management feels necessary. This clause shall not be construed as affecting the obligation of the exhibitor to pay the full amount, specified in his contract for space rental should the Management not resell the space. When space application is accepted and space is assigned, the exhibitor is liable for full payment.

## 10. LIABILITY

The management will employ reputable and competent guards and will take every precaution to safeguard the exhibitor's property. However, the Management will not be liable for loss or damage to the property of the exhibitor or his representatives or employees from theft, fire, accident or other causes. The Management will not be liable for injury to exhibitors, their employees or attendees or for damage to property in their custody or to the facility, owned, rented or controlled by them which claims for damages, injuries, etc., may be incident to or arise from, or be in any way connected with their use of occupation of display space, and the exhibitor shall indemnify and hold the Management harmless against any such claim.

## 11. FULFILLMENT OF CONTRACT

In case the hall is damaged or destroyed by fire, the elements or by any other cause, or if circumstances shall make it impossible for the Management to permit an exhibitor or exhibitors to occupy the space assigned during any part or the whole of the period covered, then during such circumstances, the event Management will not be liable for the fulfillment of this contract as to the delivery of space and the exhibitor will be reimbursed a proportionate share of the space rental.

## 13. PAYMENT

Full payment of booth rental must be paid on or before **July 1, 2020**. Should an applicant fail to comply with this requirement, the Management has full authority to cancel any or all space assigned to the applicant, and to retain the initial 50% deposit. In the event that it becomes necessary for Show Management to engage outside services for the collection of any outstanding payments, the exhibitor agrees to pay all legal fees incurred.

## 13. CANCELLATIONS

In the event that a contracted exhibitor wishes to cancel his allotted exhibit space, the 50% deposit payment will be forfeited. Any companies canceling after final payment date will be liable for full payment of exhibit area at the contracted price. The event management assumes no responsibility for having included the name of the defaulting exhibitor in the show catalog, brochures, news releases or other materials.

## 14. SHOW MANAGEMENT

The exhibition is organized and managed by ExpoMasters, Inc. whose main office is at 8003 So. Oneida Court., Centennial, CO 80113. All matters not covered in these conditions are subject to the decision of the show management and all exhibitors must abide by decisions made by the show management.

## 15. SUBLEASING

The exhibitor may not sublet his space, nor any part thereof.

## 16. INDEMNIFICATION

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of the exhibitor's activities on the facility premises and will indemnify, defend and hold harmless the Crowne Plaza, ExpoMasters, Inc., servants and employees from any and all such losses, damages and claims.

## 17. USE OF EXHIBIT

Show management may use at its discretion, photographs, videos and testimonials taken at the expo for its own publicity use.