

# American Association of Physics Teachers EXHIBITOR PROSPECTUS



July 18-22, 2020

Devos Place Convention Center

Grand Rapids, MI

## Questions?

Contact Dan Cooke, AAPT Exhibits Mgr.

email: [dcooke@aip.org](mailto:dcooke@aip.org) • phone:

516-576-2629

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AAPT Summer Meeting + Devos Place Convention Center + Grand Rapids, MI + July 18-22, 2020

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# INVITATION LETTER

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AAPT Summer Meeting + Devos Place Convention Center + Grand Rapids, MI + July 18-22, 2020

Dear Exhibitor,

We cordially invite you to participate as an exhibitor at the AAPT Summer Meeting in Grand Rapids, Michigan at the Amway Grand Plaza Hotel July 18 - 22, 2020. The exhibit schedule is planned for July 19 - 22.

Exhibiting at AAPT National Meetings will showcase your products and services at one of the largest and most prestigious gatherings for introductory and advanced-level physics teachers as well as researchers operating in the world of physics and physics education.

As always, AAPT will work to maximize your experience and success as an exhibitor by helping you engage with the physics education community, learn about the latest resources for your business, establish new relationships while strengthening existing ones, and being an important part of you reaching your overall business goals.

This prospectus provides you with information to prepare you for your three days on the show floor. Please read through these pages carefully and if you're interested in reserving an exhibit space, fill out the forms for the level of participation you desire.

In addition to booth space, we're happy to offer additional marketing opportunities to help maximize foot traffic to your booth that will maximize your lead generation activities.

1. Online program advertising
2. Event Sponsorships
3. Shared Book Exhibits for Your Publications

Please contact me by email, text, or phone for more information. We'd love to have you participate as an exhibitor!

Sincerely,

Dan Cooke  
AAPT Exhibits Manager  
[dcooke@aip.org](mailto:dcooke@aip.org)  
310-922-3902 (m)  
516-276-2629 (o)

# EXHIBITOR SCHEDULE

AAPT Summer Meeting + Devos Place Convention Center + Grand Rapids, MI + July 18-22, 2020

## Exhibit Schedule\*

Date	Exhibit Setup	Exhibit Show	Exhibit Breakdown
Saturday, July 18	12:00PM - 5:00PM Decorator Only		
Sunday, July 19	10:00AM - 6:00PM	8:00 PM - 10:00 PM	
Monday, July 20		10:00 AM - 5:00 PM	
Tuesday, July 21		10:00 AM - 4:00 PM	4:00 PM - 7:00 PM

\*Tentative, exact times are subject to change

## When You Arrive

On Sunday July 19 between the hours of 10:00 AM - 6:00 PM, pick up your badge and exhibitor packet at the AAPT Exhibitor Information Area (located inside the exhibition hall). This will be in a different location from the AAPT WM 2020 Registration Area, but they can direct you to the exhibit hall.

## Open Invitation - Public Invited

Do you have customers around the Grand Rapids area? Invite them to attend the AAPT Exhibit Hall all day Monday the 20<sup>th</sup>.

## Exhibitor Appreciation Breakfast

The Exhibitor Breakfast is tentatively scheduled for Tuesday, July 21st 8:45AM - 9:45AM.

# EXHIBITOR CONTRACT

**AAPT Summer Meeting + Devos Place Convention Center + Grand Rapids, MI + July 18-22, 2020**

Company Data (This Information Will Be Included In The Online Program)			
Company Name: _____			
Address: _____			
City: _____		State: _____	Zip: _____
Phone: _____		Website: _____	
Company Name on Booth Sign: _____			
Contact Information (ALL Exhibitor-Related Communication Will Be Sent To This Person)			
Contact Person: _____			
Email: _____		Phone: _____	
BOOTH CHARGES (10' X 10')			
Description	Rate	Quantity	Total
Sustaining Member Early Bird by May 1st, 2020	\$ 1,500		
Sustaining Member after May 1st, 2020	\$ 1,750		
Nonmember Early Bird by May 1st, 2020	\$ 2,050		
Nonmember after May 1st, 2020	\$ 2,400		
Payment In-Full Enclosed <input type="checkbox"/> OR \$500 Deposit/Booth Enclosed <input type="checkbox"/> 10x10 Booth includes pipe & drape, two full meeting registrations, and six exhibitor badges per exhibitor for full-time company staff. Full payment or deposit must accompany this form. Balance is due May 30th, 2020. You will receive an Exhibitor Service Kit from Fern Expo when available.			
Credit Card Type:      VISA _____      Mastercard _____      AMEX _____ Credit Card Number: _____ Expiration Date: _____ Credit Card Name: _____			
Exhibitor agrees to abide by all terms, conditions, and regulations set forth in this contract and by show organizer.			
Authorized Signature: _____ Authorized Name Printed: _____			
BOOTH LOCATION PREFERENCES			
Booth Numbers(s) Desired			
1st _____	2nd _____	3rd _____	
Email This Form by 6/15/2020 to <a href="mailto:dcooke@aip.org">dcooke@aip.org</a> . You may also mail or fax directly to AAPT, please email <a href="mailto:dcooke@aip.org">dcooke@aip.org</a> for those contact details.			

# EXHIBIT HALL FLOOR PLAN

AAPT Summer Meeting + Devos Place Convention Center + Grand Rapids, MI + July 18-22, 2020

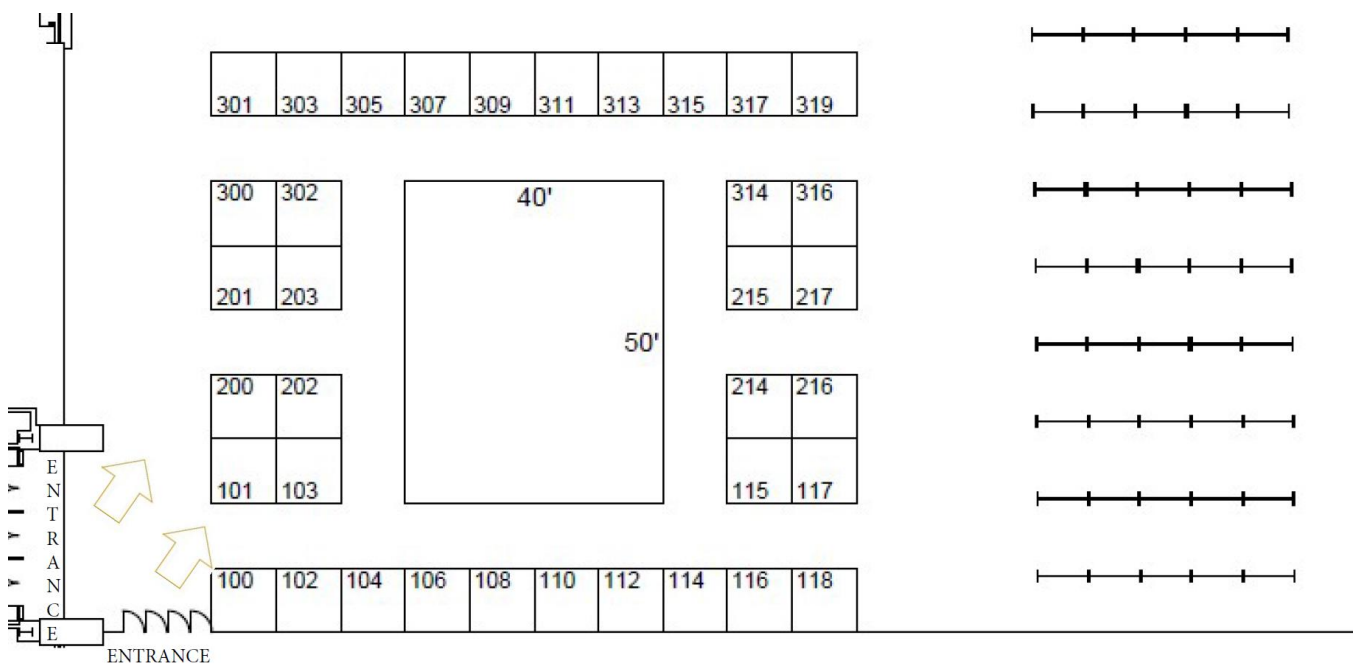


Exhibit Hall C

# EXHIBITOR LISTING & BADGE NAMES

AAPT Summer Meeting + Devos Place Convention Center + Grand Rapids, MI + July 18-22, 2020

## LISTING FOR GUIDE

Please complete the following company listing for inclusion in the meeting app available for download by all attendees.

Please email a brief (50 words or less) description of the products or services your company plans to display to [dcooke@aip.org](mailto:dcooke@aip.org).

COMPANY DATA		
Company Name Listed As:		
Address:		
City:	State:	Zip:
Contact Person:		
Phone:	Fax:	
Email:	Website:	

## BADGE NAMES

Each exhibitor receives up to six (6) complimentary exhibitor badges per company or organization for full-time company staff only, regardless of the total number of booths rented. Please provide the names of each full-time exhibit staff person who will be working your exhibit booth throughout the show. There is a \$10 charge for each additional badge after six. **Everyone must have a badge to enter the Exhibit Hall.**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

Additional badges for other full-time staff @ \$10 each:

\_\_\_\_\_

\_\_\_\_\_

Total \$ \_\_\_\_\_

METHOD OF PAYMENT	
Check # _____	Drawn on U.S. Bank in U.S. currency with imprinted microencoding. Make payable to AAPT EXHIBITS.
Credit Card: VISA MC AMEX Discover Diners Club	Card # _____ - _____ - _____ - _____ Exp. ____/____
Authorized Signature _____	
Authorized Name Printed _____	Date _____

# COMMERCIAL WORKSHOP OVERVIEW

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## Commercial Workshops

To provide a hands-on forum for exhibiting companies, AAPT schedules workshops as a unique selling tool to enhance the presentation/sale of products & services. We invite exhibitors to showcase materials useful to educators during workshops at National Meetings to increase the resources available to our members. Workshops are open to all AAPT meeting attendees. *Hosting a Commercial Workshop is an exclusive opportunity for exhibitors only.*

## Application

**The form should contain:**

Workshop Title	Abstract (200 word limit)	Name of Workshop Leader
Preferred Day & Time of Presentation	Maximum Number of Attendees Desired	Set-Up Preference (Theater or Classroom Style)

## Publicity

Your presentation will be robustly advertised to meeting attendees:

- The workshop is included in the Onsite Program and will appear on the AAPT website.
- Posters announcing Commercial Workshops will be visible at the registration area onsite.
- Distribution of workshop flyers are permitted onsite at the meeting.

## Responsibilities

**Your company is responsible for:** Planning the workshop, AV equipment, & conducting the workshop. **AAPT's Programs & Conferences Department is responsible for:** Providing the meeting room, set-up including tables, chairs, and a speaker's table.

## Charge

There will be a fee for each Commercial Workshop (see application on next page)

## Questions?

Contact Dan Cooke + Phone 516-576-2629 (o) 310-922-3902 (m) + [dcooke@aip.org](mailto:dcooke@aip.org)



# COMMERCIAL WORKSHOP APPLICATION

AAPT Summer Meeting + Devos Place Convention Center + Grand Rapids, MI + July 18-22, 2020

**Only One Workshop Per Form/Copies of Form Accepted. Submit Your 200-word Abstract.**

Company Data (This Information Will Be Included In The Online Program)			
Company Name: _____			
Address: _____			
City: _____	State: _____	Zip: _____	
Phone: _____	Website: _____		
Contact Information (ALL Exhibitor-Related Communication Will Be Sent To This Person)			
Contact Person: _____			
Email: _____	Phone: _____	Fax: _____	
Billing Address: _____			
City: _____	State: _____	Zip: _____	
Workshop Details + 200-Word Abstract Required; Attach Hard Copy Unless Submitted Online			
Workshop Leader(s): _____			
Please list any company you would NOT want scheduled simultaneously with yours: _____			
Number of attendees: Less Than 25__ 25-50__ Room Set-Up Style Theater__ Classroom__			
All Information Below Must Be Completed Before Acceptance by AAPT			
One Workshop (Exhibitors Only):	1x	\$600	\$600
Additional Workshops Requested:	x	\$600	
<b>Total Amount Due:</b>			
Method of Payment			
Credit Card Type:	VISA _____	Mastercard _____	AMEX _____
Credit Card Number: _____			
Expiration Date: _____			
Credit Card Name: _____			
Exhibitor agrees to abide by all terms, conditions, and regulations set forth in this contract and by show organizer.			
Authorized Signature: _____			
Authorized Name Printed: _____			
Check # _____ Drawn on U.S. Bank in U.S. currency with imprinted microencoding			
Make Check Payable to: AAPT Exhibits			
Mail form, abstract, & contract by March 15th along with payment to: Dan Cooke, AAPT, One Physics Ellipse, College Park, MD 20740-3845 dcooke@aip.org or Fax 301-209-0845			

# EMAIL POLICY

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AAPT Summer Meeting + Devos Place Convention Center + Grand Rapids, MI + July 18-22, 2020

Each AAPT Exhibitor may request one pre-conference and one post-conference chaperoned email to be sent to AAPT National Meeting registrants. Each email blast should be designed to promote your booth, product, or commercial workshop. The email blast may be utilized once before the meeting and once for a final follow-up within thirty days after the meeting.

- Use of the AAPT conference registrant email blast service is only available to confirmed conference exhibitors who have paid booth fees in full.
- This email blast is included in the booth fee.
- All email blasts will be sent by AAPT staff on your behalf.
- AAPT requires at least three business days to process and send all email blasts.
- Email content must be sent in an HTML file with links to any images. Please include your desired subject line.
- A test email will be sent to the email address(s) you provide below.
- AAPT reserves the right to reject emails that they deem unsuitable for attendees.
- Requests will be honored in order of the date requests are sent.

Please supply the information below and send to [programs@aapt.org](mailto:programs@aapt.org):

Company Name: \_\_\_\_\_

Date Range You Prefer Email To Be Sent: \_\_\_\_\_

Test Email Address(s): \_\_\_\_\_

# ONSITE PROGRAM ADVERTISING

AAPT Summer Meeting + Devos Place Convention Center + Grand Rapids, MI + July 18-22, 2020

## Digital Advertising

AAPT is adopting a green initiative, therefore the printed meeting program will no longer be available. A PDF of the program will be available online and the AAPT meeting app will be available for download. Here are some digital advertising opportunities for exhibitors who wish to promote their products and services, as well as increase their visibility.

This meeting is expected to draw over 1,000 physics educators from around the globe. Don't miss this opportunity to have your company stand ahead of the rest.

### Premier Advertising Package

#### On-line Program Book Ad

A full page colored ad in the online program will increase your company's visibility among meeting attendees.

#### Rotating Banner Ad in Meeting App

A Rotating banner ad will appear at the top of the meeting app, and serve as effective ways to create brand awareness. You will receive one banner ad that will stay in rotation throughout the meeting.

#### Sponsor Landing Page in Meeting App

Tap on your banner ad and go directly to an in-app sponsor profile, displaying your company's message, products and services.

#### Push Notification in Meeting App

Send a message directly to attendees' mobile devices, driving traffic to your booth, commercial workshop or focus group.

**Total: \$ 1800**

**Sustaining Member Discount: \$ 1,500**

For more information contact Cerena Cantrell  
[ccantrel@aapt.org](mailto:ccantrel@aapt.org) / 301-209-3340

### A la' Carte

#### On-line Program Book Ad

A full page colored ad in the online program will increase your company's visibility among meeting attendees.

**\$500**

#### Rotating Banner Ad in Meeting App

A Rotating banner ad will appear at the top of the meeting app, and serve as an effective way to create brand awareness. You will receive one banner ad that will stay in rotation throughout the meeting.

**\$1,000**

#### Push Notification in Meeting App

Send a message directly to attendees' mobile devices, driving traffic to your booth, commercial workshop or focus group.

**\$500 (per push)**



# SPONSORSHIP OPPORTUNITIES

## AAPT Summer Meeting + Devos Place Convention Center + Grand Rapids, MI + July 18-22, 2020

AAPT meetings bring physicists, educators, students, and corporate associates from the U.S. and around the world together under one roof. There is no better opportunity to position your company's products and services among the people who use them the most. All sponsorships include signage at the event and recognition in the online program guide.

Products		
Digital Lounge	A computer with an open internet connection is a magnet, and provides the perfect placement to achieve corporate visibility.	\$5,000*
AAPT Meeting APP	The AAPT Meeting APP is used extensively before, during, and after meetings by attendees - the perfect placement to achieve corporate visibility.	\$3,000*
Conference Bags	Exceptional promotional opportunity with sponsor's logo placed prominently on meeting bags. Maximum corporate visibility for the entire convention and beyond as registrants take the meeting bags home to use in their own communities.	\$4,000
Conference Bag Inserts	Sponsors can place a one-page flyer in the registration bag distributed to all conference attendees. This is an ideal way to advertise your booth location, invite attendees to your cocktail party, or supply all attendees with your product brochure. Inserts must be 8 1/2" x 11" size or smaller (1,200 pieces). Promotional items are accepted.	\$500
Food Events		
Welcome Reception	The welcome reception attracts the majority of the conference attendees who are all eager to get a glimpse of the exhibit hall and network with their peers.	\$10,000*
First-Timers Gathering	Make a strong, favorable first impression on these first time attendees by sponsoring the continental breakfast and welcoming them to the conference.	\$2,500
K-12 Luncheon	Join this special luncheon for K-12 physics teachers attending the conference for the first time.	\$3,000
Morning/ Afternoon Breaks (four available)	Help perk up the attendees in the morning with coffee and muffins or between sessions with light refreshments and snacks.	\$2,000
Poster Sessions (two available)	Presenters and attendees have the opportunity to network and discuss various poster topics while enjoying a variety of snacks and refreshments.	\$3,000

*\*Partial Sponsorships Available*

Cerena Cantrell, CMP  
Associate Director, Programs and Conferences, 301-209-3305/ccantrel@aapt.org



# BECOME A SUSTAINING MEMBER

AAPT Summer Meeting + Devos Place Convention Center + Grand Rapids, MI + July 18-22, 2020

## AAPT Sustaining Membership Benefits

Join AAPT today as a sustaining member. Your partnership means more than 6,500 physicists and educators have information about your services. And you realize immediate benefits!	Complimentary Subscription to the <i>The Physics Teacher</i>	Complimentary Subscription to the <i>American Journal of Physics</i>	Complimentary Subscription to the <i>Physics Today</i>
	Savings on exhibit space at national meetings	20% off Full Page Ad in <i>The Physics Teacher</i>	20% off advertising in meeting programs
	Commerical Workshop opportunities	Subscription to e-nnouncer, our monthly online newsletter	Sponsorship opportunities

## Typical Savings

	<u>Nonmember Cost</u>	<u>Sustaining Member*</u>	<u>Your Savings</u>
Exhibit Fee	\$2,050	\$1,350	\$700
TPT Full-Page Ad	\$1,770	\$1,416	\$354
AAPT Journals	\$1,116	FREE	\$1,116
		<b>Total Savings:</b>	<b>\$2,170</b>

**Yes!** I'd like to become an AAPT Sustaining Member & take advantage of all these benefits!  
 Enclosed in payment of \$867 to cover a twelve-month period as an AAPT Sustaining Member.  
 Please Visit <https://aapt.org/Membership/sustaining.cfm> for info or send AAPT the form below:

Corporate Name: \_\_\_\_\_  
 Corporate Contact/Title: \_\_\_\_\_  
 Street Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Method of Payment			
Check # _____	Drawn on U.S. Bank, made payable to AAPT Sustaining Membership		
Credit Card Type:	VISA _____	Mastercard _____	AMEX _____
Credit Card Number:	_____		
Expiration Date:	_____		
Credit Card Name:	_____		
Authorized Signature:	_____		
Authorized Name:	_____		

Mail payment to: AAPT Sustaining Membership, 1 Physics Ellipse College Park, MD 20740, Fax 301-209-0845.

\*Sustaining Member exhibit fee rate when signing up for both Winter and Summer Meeting exhibits

# SHARED BOOK EXHIBIT OVERVIEW

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AAPT Summer Meeting + Devos Place Convention Center + Grand Rapids, MI + July 18-22, 2020

**Submit titles online at [www.aapt.org/events/sbform.cfm](http://www.aapt.org/events/sbform.cfm)**

A popular activity at AAPT meetings is the Shared Book Exhibit and Great Book Giveaway. Book publishers who are unable to exhibit are offered an opportunity to have their textbooks and posters displayed at minimal cost. This raffled giveaway on the last day has become an integral part of the meeting. During AAPT's last meeting, more than 1,000 attendees stopped by the Shared Book Exhibit to look over the collection of material, so don't hesitate — display today at AAPT's Shared Book Exhibit!

## Services Provided

For this special exhibit, AAPT will:

- provide an easily accessible display area for publishers to exhibit their various titles
- provide a printed brochure (i.e. Onsite Program Guide) listing all books to be displayed, organized by publisher, author, and title (you will be required to supply this information on the enclosed reservation form)
- encourage participants to directly contact publishers for product information by displaying order forms or brochures associated with each title (all forms and brochures must be provided by the publisher)
- conduct a lottery at the end of the show to give away books to those attendees who visited the display

## Fees for Displaying Titles

1 book title OR 2 posters.....\$100  
Each additional 1 title OR 2 posters .....\$40  
(i.e., the cost for displaying a total of 3 titles would be \$180)

**Please ship to the AAPT Office.**

**Attn: Dan Cooke**

**One Physics Ellipse, College Park, MD 20740-3845**

# SHARED BOOK EXHIBIT APPLICATION

AAPT Summer Meeting + Devos Place Convention Center + Grand Rapids, MI + July 18-22, 2020

Please send application, payment, and books/posters by June 1, 2020!

List your books, posters, or other items for the Shared Book Exhibit. The charge for your first title OR your first two posters is \$100, each additional title or two posters is \$40. If you have more than four items, please list the additional titles on a separate sheet of paper, but be sure to indicate the total number of items in the box below. All books/posters will be raffled at the end of the exhibit show. No items will be returned.

COMPANY DATA		
Publisher:		
Address:		
City:	State:	Zip:
Contact Person:		
Phone:	Fax:	
Email:	Website:	

ITEM	TITLE & AUTHOR	CHARGE
1	Title:	\$100
	Author:	
2	Title:	\$40
	Author:	
3	Title:	\$40
	Author:	
4	Title:	\$40
	Author:	
# additional titles	List additional titles on separate sheet	\$ multiply additional # of titles by \$40

Total Amount Enclosed \$ \_\_\_\_\_

METHOD OF PAYMENT	
Check # _____	Drawn on U.S. Bank in U.S. currency with imprinted microencoding. Make payable to AAPT EXHIBITS.
Credit Card: VISA MC AMEX Discover Diners Club	Card # _____ - _____ - _____ Exp. ____/____
Authorized Signature _____	
Authorized Name Printed _____	Date _____

# EXHIBITOR RULES & REGULATIONS

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AAPT Summer Meeting + Devos Place Convention Center + Grand Rapids, MI + July 18-22, 2020

**Definitions:** The words “Exhibit Management” used herein refer to The American Association of Physics Teachers (AAPT).

**Exhibitor Registration and Housing:** Exhibitors are entitled to two (2) full meeting registrations, and six exhibitor badges to be used by the exhibitor’s full-time company staff. After six, exhibitor badges are \$10 USD each. Each exhibitor must wear an official exhibitor’s identification badge. Exhibitors are responsible for making their travel and housing arrangements.

**Arrangement of Exhibits:** All exhibits must be arranged so as not to obstruct the general view or hide other exhibits. Backgrounds (including signs) must be no more than 8’ in height. Material extending into the exhibit area by more than 3’ from the back wall cannot exceed 3’ in height. No partitions other than the side rails will be allowed, unless specifically approved by Exhibit Management. Exposed unfinished sides of exhibit backgrounds must be draped to present an attractive appearance. Exhibit Management may (at the exhibitor’s expense) direct revisions of any exhibit that does not comply with the above guidelines. Exhibit booths may only be used in a straight line as it appears on the floor plan.

**Location/Layout of Exhibits:** At all times, Exhibit Management reserves the right to alter the location and/or layout of the exhibits in the best interest of the overall exhibition and meeting.

**Installation/Dismantling:** Exhibits must be completely installed at least two hours prior to the opening of the show. Exhibit Management reserves the right to reassign any space not installed at that time. NO packing or dismantling of exhibits will be permitted prior to the official closing of the exhibition, and there will be a \$200 USD fine for any exhibitor dismantling prior to the closing of the show.

**Occupancy of Booths:** All booths must be open during the advertised show hours.

**General Conduct of Exhibitors:** All materials and activities must be confined to the limits of the exhibit booth(s) and may not impeded traffic or interfere with other exhibits. Furthermore, all of the following practices are expressly prohibited: The promotion of products or services other than the exhibitor’s, excessive noise that interferes with other exhibitors, the storage or use of flammable or explosive materials (or any substance prohibited by local laws or insurance carriers), the operation of x-ray equipment, the soliciting of participation in surveys or any harassment of attendees, the use of live animals, the solicitation of business by anyone other than the representatives of exhibiting organizations, and the publicizing or conducting of any activities other than Commercial Workshops that would attract attendees away from the exhibition during exhibit hours.

(Rules and Regulations Continued on Next Page)



# EXHIBITOR RULES & REGULATIONS

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AAPT Summer Meeting + Devos Place Convention Center + Grand Rapids, MI + July 18-22, 2020

**Rejection & Penalties:** Exhibit Management reserves the right to refuse any applicant for exhibit space, as well as the right to restrict or evict any exhibitor that, in the opinion of Exhibit Management, detracts from the general character of the exhibition. This reservation applies to displays, printed matter, promotional materials, noise, personal conduct, and method of operation. In the event of such restrictions or eviction, Exhibit Management will not be liable for any refunds or other exhibit expenses.

**Insurance:** Exhibitors are urged to take out a portal-to-portal rider on their own insurance policy, usually available at a nominal cost, to protect against loss through theft, fire, damage, etc. Exhibitors are responsible for their equipment and property. The exhibit area will be monitored and secured, but AAPT does not guarantee nor protect the exhibitor against loss of any kind. Each party agrees to be responsible for its own property through insurance or self-insurance; exhibitors shall hold harmless AAPT for any and all damage caused by theft and those perils normally covered by fire and extended coverage policy.

**Liability:** The exhibitor agrees to assume all responsibilities for any damage to the exhibit area. The exhibitor also expressly indemnifies and holds harmless AAPT, the show's official service contractor, and any other agents of Exhibit Management from any and all liability that may ensue from accidents, injuries, damage by fire, loss or theft of property, or any other cause. Security guards will be provided as determined necessary by Exhibit Management; however, the exhibitor retains sole responsibility for his/her own exhibit materials. In the event that the exhibition is cancelled, the liability of Exhibit Management shall be limited to the monies paid by the exhibitor as exhibit booth rental, less a proportionate share of all expenses incurred by Exhibit Management for the exhibition.

**Subletting of Space:** No exhibitor shall assign, sublet, or apportion the whole or any part of the space allotted without the knowledge and written consent of Exhibit Management.

**Payment Terms:** A deposit of \$500 *per booth* must accompany this application contract, and full payment must be received by the date set forth on the exhibitor contract(s). Fees not paid by this date will be subject to a late fee of \$250.00

**Cancellations:** After a signed contract has been received, cancellations prior to May 1st, will be liable for a penalty of \$315.00 per booth reserved. Exhibitors cancelling after May 1<sup>st</sup>, will be liable for a penalty of \$650.00 per booth reserved. All cancellations must be submitted in writing.