



**APPLICATION TO EXHIBIT**  
**SMTA International Conference and Exhibition**  
 Walt Disney World Swan & Dolphin Resort  
 October 26-27, 2010

COMPANY NAME \_\_\_\_\_ SMTA Member # \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_ COUNTRY \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_ URL \_\_\_\_\_

PRIMARY CONTACT \_\_\_\_\_ TITLE \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

ALTERNATE CONTACT \_\_\_\_\_ TITLE \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

**SPACE REQUIREMENTS**

**Your exhibit package includes:** one company listing in the final program/show directory, one full conference pass for SMTA Corporate Members and SMTAI conference proceedings on CD-Rom. Furnishings will be ordered through the contracted decorator. A turnkey booth furnishings package will be available for order through the show service kit along with any other furnishing and service needs.

Booth Size	SMTA Corporate Members	Non-SMTA Corporate Members	
10x10	\$2200	\$2700	_____
10x20	\$4100	\$5100	_____
Corner/Island	\$100	\$100	_____

[One-year SMTA Corporate Membership](#) \$450 \_\_\_\_\_

[One-year SMTA International Corporate Membership](#) \$550 \_\_\_\_\_

\_\_\_\_\_ **TOTAL**

**BOOTH PREFERENCE**

Please view the floor plan at [http://www.smta.org/files/smtai\\_2010\\_floorplan.pdf](http://www.smta.org/files/smtai_2010_floorplan.pdf) to select your preferred booth space. On-line floor plan is updated weekly to reflect availability. Booth spaces are assigned on the date the application and deposit are received.

1<sup>st</sup> choice \_\_\_\_\_ 2<sup>nd</sup> choice \_\_\_\_\_ 3<sup>rd</sup> choice \_\_\_\_\_ 4<sup>th</sup> choice \_\_\_\_\_

Companies to avoid \_\_\_\_\_

**PAYMENT INFORMATION**

**A non-refundable 50% deposit is due upon the return of this application.** The balance must be paid no later than July 8, 2010. Refunds for any payments beyond this deposit, minus a \$50 processing fee, will be made for cancellations made on or before August 6, 2010. Any fees that cannot be refunded may be applied to SMTA International 2011 exhibit space.

Enclosed is a check in the amount of \$\_\_\_\_\_ made payable to SMTA for 50% of my space requirement costs.

Charge \$\_\_\_\_\_ to my credit card.  
 Please select one: \_\_\_\_\_ Visa \_\_\_\_\_ MasterCard \_\_\_\_\_ American Express

Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

Cardholder \_\_\_\_\_ Signature \_\_\_\_\_

**Please contact me for sponsorship opportunities**

**AGREEMENT**

I have reviewed and agree to the Application to Exhibit Rules and Regulations regarding my exhibit space at this event.

Signature (required) \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_

For SMTA use only: Date received ____/____/____ Booth Number Assigned: _____ Deposit _____ Balance Due _____
---

**Please return completed application along with payment to:**  
 SMTA • 5200 Willson Road • Suite 215 • Edina, MN 55424  
 Phone (952) 920-7682 Fax: (952) 926-1819 Web: www.smta.org

**For additional information, please contact:**  
 Leslee Johns at SMTA at (952) 920-7682 E-mail: leslee@smta.org  
 or Gayle Jackson, SMTA East (540) 763-2191 E-mail: gayle@smta.org

## APPLICATION TO EXHIBIT: RULES AND REGULATIONS

### Installation and Dismantling of Exhibits

Exhibitors must comply to the set-up/dismantling timelines set by management. Partial or complete dismantling of displays before the official closing of the Exhibition is expressly prohibited.

### Payment

A non-refundable fee totaling 50% of the exhibitor's space requirement is due upon the return of this contract to exhibit. Full payment is due on or before June 4, 2010. Exhibit space contracted after June 4, 2010 is required to be paid in full.

### Cancellation of Space

A non-refundable 50% deposit is due upon the return of this application. The balance must be paid no later than July 9, 2010. Refunds for any payments beyond this deposit, minus a \$50 processing fee, will be made for cancellations made on or before August 6, 2010. Any fees that cannot be refunded may be applied to SMTA International 2011 exhibit space.

### Allocation of Space

Exhibition management will assign booths according to date application is received and adhering to applicant's sequence of booth preferences. If none of the applicant's booth selections are available, exhibition management will assign an alternate space and allow the applicant the right to refuse this placement in writing within one week of date that the application was received.

### Sub-Leasing

Applicants may not sub-lease or permit any other party to use their exhibit space unless approved in writing by exhibition management.

### Labor

Exhibitors must employ union labor, which will be made available if required.

### Rejection of Displays

Exhibition management has full discretion and authority over the placement of all decoration and displays used within exhibit hall and reserves the right to reject or prohibit any display deemed inappropriate.

### Sound Level/Odor

Machines and electrical devices that create sound and/or odors must be operated to avoid the disturbance of other exhibitors and visitors. Exhibition management reserves the right to deem unacceptable sound levels and/or odors caused by exhibitor and prohibit usage of the machine or electrical device at cause.

### Electrical, Decorating and Additional Services

All electrical wiring and decoration needs must be provided by general contractor designated by exhibition management. Electricity, gas, water, air and other utilities will be provided only when ordered and paid for by exhibitor directly to the exhibition management-appointed person/company authorized to supply such services.

### Exhibitor Conduct

Retail sales are prohibited. Exhibitors will not use their booth to promote any other exhibition or conference. Exhibitors must conduct exhibits so as not to disturb, endanger or interfere with the rights of other exhibitors, visitors and show management. Operation of official exhibitor functions in hotel or private rooms is prohibited during business hours of exhibition.

### Admission to Exhibits

Adults 18 years and over and affiliated with the industry served by exhibition management will be permitted in exhibition area during exhibition hours.

### Losses

Exhibition management will not be held responsible for lost shipments or damage to exhibitors' property in arrival or departure or for moving costs. Exhibitors will assume responsibility for damage resulting from inadequately packed property. Exhibitors are advised to insure against these risks.

### Damage to Property

Exhibitor is liable for any damage they cause to floor, walls, columns, standard booth equipment and other exhibitors' property. Exhibitor is responsible to see that its company holds insurance that includes extraterritorial coverage and that it has its own theft, public liability and property damage insurance.

### Safety and Fire Laws

Exhibitors must strictly adhere to fire and safety laws enforced by the venue. Smoking in exhibition area is prohibited.

### Electrical Safety

All wiring on exhibit displays and display fixtures must adhere to the minimum standards established by various governmental agencies and standard fire inspection ordinances. All display wiring must exhibit the seal and or such other seals of official approving agencies as may be required by the venue hosting the exhibition.

### Termination of Exhibition

If the venue in which the exhibition is to be conducted shall become, in the discretion of exhibition management, unfit, or if the holding of the exhibition or the performance of management are substantially or materially interfered with by virtue of any cause not reasonably within the control of Management, this contract and/or the exhibition (or any part thereof) may be terminated by exhibition management. Exhibition management shall not be held responsible for delays, damage, loss, increased costs or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of management. If exhibition terminated this contract and/or the exhibition (or any part thereof), exhibition management may retain such part of this contract fee as shall be required to recompense it for expenses incurred up to the time such contingency shall have occurred, and there shall be no further liability on the part of either party. For purposes hereof the phrase "cause or causes not reasonably within the control of management" shall include, but not be limited to: fire, casualty, flood, epidemic, earthquake, explosion or accident, blockage embargo, inclement weather, governmental restraints, restraints or orders of civil defense or military authorities, act of public enemy, riot or civil disturbance, strike, lockout, boycott or other labor disturbance, inability to secure sufficient labor, technical or other personnel failure, impairment or lack of adequate transportation facilities, inability to obtain condemnation, requisition or commandeering of necessary supplies or equipment, local State or Federal laws, ordinances, rules, orders, decrees or regulations whether legislative, executive or judicial, and whether constitutional or unconstitutional, or acts of God.

### Indemnification/Limitation of Liability

Exhibitor agrees to indemnify and hold harmless exhibition management and the sponsor, owner, exhibition hall facility and the city in which this exhibition is being held, and each of their respective officers, agents and employees, against all claims, losses, suits, damages, judgments, expenses, costs (including, without limitation, reasonable legal fees) and charges of every kind arising out of or resulting from its execution of this Contract to Exhibit or its occupancy of the exhibit space contracted for by reason of personal injuries, death, property damages or any other cause sustained by any persons or other including the Exhibitors, its agents, employees and invitees. Exhibitor agrees that Management shall not be liable in the event of any errors or omissions in Exhibitor's official directory listings or in any promotional material.

### Insurance

Exhibition management requires that each exhibitor maintain commercial general liability insurance against claims for personal injury, death, or property damage incident to, arising out of or in any way connected with the exhibitor's participation in the exhibition, in the amount of not less than one million (1,000,000) dollars for personal injury, death, or property damage in any one occurrence. Such insurance maintained by the exhibitor must be issued by an insurance company reasonable acceptable to Exhibition Management, include coverage of the indemnification obligations of the exhibitor under these rules and regulations, and shall name SMTA as additional insured. Each exhibitor acknowledges that it is responsible for obtaining for its protection and entirely at its expense, such property insurance for its exhibit and display materials as the exhibitor deems appropriate. Any policy providing such property insurance must contain an express waiver by the exhibitor's insurance company of any right of subrogation as to any claims against Exhibition Management. SMTA shall be named as additional insured on the Exhibitor's insurance policies and Exhibitor shall provide to Exhibition Management Certificates of Insurance indicating this status.

### Additional Regulations

Exhibition management reserves the right to make such changes and/or additions to these regulations as considered advisable for the proper conduct of the Exhibition, with the provision that all exhibitors will be advised of any such changes. Any matters not specifically covered herein are subject to decision by exhibition management.