

Still have questions? Contact Karen Crawford at CMC & Associates at (850) 224-7775, or by email at:krcrawford@cmc-associates.com. CMC and Associates is handling all exhibitor and sponsorship functions for our 2012 Career Advancement Conference and Expo. You may also call Lolita Brawner at the NAIFA-Florida office at (850) 422-1701 for more information.

## TERMS OF EXHIBITOR CONTRACT

**1. EXHIBITS:** The exhibit hall consists of (35) 8' x 10' booths of standard pipe and drape construction, including 8' high back walls and 3' high draped side rails. One 7" X 40" sign, one 6' draped table, two chairs and one wastebasket will also be provided. Booths are required to be staffed by the exhibitor during all show hours.

**2. CONTRACT FOR SPACE & CANCELLATION:** The application for exhibit space, guidelines enumerated herein, notice of space assignment by NAIFA-FL, and the full payment of booth fees, together constitute a contract for the right to use the space. No space reservation will be confirmed without full payment. All cancellations must be received in writing. If a cancellation is received by June 1, 2012 full refund will be made of all booth fees, less a processing fee of 25%. **No refund will be made for cancellations after June 1, 2012.**

**3. ALLOCATION OF BOOTH SPACE:** Every effort will be made to accommodate the requested location for applications received by May 1, 2012. Space assignments will be made on a first-come, first-serve basis. Management retains the right to make space assignments solely at its discretion. Factors considered include prior NAIFA-FL Exhibitor participation, sponsorship status, location of competitors, special services required (water, phone lines), etc.

**Though choices are given for booth assignments, they are guidelines only and are not guaranteed by Management. Space is leased with the understanding that no Exhibitor will hold NAIFA-FL responsible for any or all liability that may result from any cause whatsoever.**

**4. REGISTRATION, NAME BADGES, EVENT TICKETS:** On site check-in for Exhibitors will be at the **Exhibitors Registration Desk**. **Exhibitor booth space only gives one complimentary conference registration for the NAIFA-FL Conference.** All booth personnel are required to be registered and wear a name badge.

**5. SERVICE CONTRACTOR:** The Official Service Contractor for the NAIFA-FL Conference is Shepard Expo Services. The Official Service Contractor is responsible for all aspects of booth set-up and dismantling, material handling, furniture rental and other exhibitor services. All services customarily required by exhibitors will be available through the Service Contractor approximately 60 days in advance of the Conference.

**6. EXHIBIT INSTALLATION & DISMANTLING:** Exhibitors may have access to exhibit area starting at 12:30pm on Sunday, July 15, 2012. Exhibitors must complete exhibit installation by 6:00 pm, Sunday, July 15, 2012. NAIFA-FL reserves the right to remove exhibits and exhibit materials, at the Exhibitor's expense, not ready for show by 6:00 pm on Sunday, July 15, 2012. Any space not occupied by 6:00 pm, Sunday, July 15, 2012, will be forfeited by the Exhibitor. This space may be reassigned or used by NAIFA-FL without refund, unless arrangements for delayed occupancy have been made with NAIFA-FL in **advance**, and management shall not be responsible for any of Exhibitor's incurred expenses. No display may be dismantled or packing started before 11:30 am on July 17, 2012. Failure to observe this regulation may jeopardize Exhibitor's assignment of space or right to exhibit at future NAIFA-FL Conferences. Regular Exhibit teardown is at 11:30 am on July 17, 2012. Material or equipment left in the exhibit area after this time will be subject to removal by the Service Contractor at Exhibitor's expense.

**7. EXHIBIT RESTRICTIONS:** No solid exhibit construction will be permitted to exceed 48" in height except in the back one-third of the booth depth. In the back one-third of the booth depth, the exhibit should not exceed 8' in height. Exhibitors may not advertise or display goods or services other than those manufactured, distributed, or sold by the Exhibitor in the regular course of business. Demonstrations and adequate space for an audience, and booth personnel and attendees participating in market research surveys, shall not interfere with normal aisle traffic flow or infringe on the atmosphere of neighboring booths. Any sound leakage from an Exhibitor's open-sound AV equipment shall not interfere with neighboring booths.

Food or beverage producing or dispensing apparatus are allowed only if **APPROVED BY THE HOTEL IN ADVANCE.**

No exhibitor shall assign, sublet, or share the whole or any part of the space allotted. Exhibits are restricted to the exhibit area designated by the floor plan; outside exhibits are strictly prohibited. NAIFA-FL reserves the right to restrict or terminate without notice any exhibit which is in violation of these guidelines and which has become objectionable. This reservation includes persons, things,

conduct, printed matter or anything that might detract from the Conference. In the event of such restriction or eviction, NAIFA-FL is not liable for any refunds, rentals or other Exhibitor expenses. Guidelines are formulated for the best interests of each Exhibitor as well as NAIFA-FL.

**8. BOOTH FURNITURE:** Agreements for rental of booth furniture in addition to that provided should be made directly with the Service Contractor. The Exhibitor Information Kit mailed to Exhibitors will contain necessary information. Management reserves the right to disallow inappropriate or obstructive furniture brought to the show by individual Exhibitors.

**9. EXHIBIT AND FREIGHT SHIPMENTS:** All exhibitors who cannot carry their exhibits and freight easily to the show or need to provide some storage facilities for same should contact the Service Contractor. The Service Contractor will handle Exhibitor freight shipments on an exclusive basis. **Do not send shipments to the headquarters hotel** prior to move in - there are no arrangements for receipt and/or storage. Items arriving earlier will be re-consigned to Exhibitor's drayage company at Exhibitor's expense. C.O.D.s are not accepted at any time.

**10. LIABILITIES:** The Exhibitor assumes responsibility and agrees to protect, indemnify, defend, and hold harmless NAIFA-FL, Shepard Expo Services, CMC and Associates, Hyatt Grand Cypress, and the affiliates and subsidiaries of each, and the officers, directors, agents, partners, and employees of each ("Indemnified Parties") against any claims, losses, and damages to persons, property, government 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 or a part thereof. The Exhibitor understands that neither NAIFA-FL, Shepard Expo Services, CMC and Associates, or Hyatt Grand Cypress to maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance. NAIFA-FL, its agents, and employees will not be held liable for failure to hold the exhibit as scheduled. Payments for booth space will be returned in that event, except that any expenses incurred in connection with the exhibit will be deducted if the exhibit is called off on or after June 1, 2012 because of fire or any act of God, or the public enemy, or strike, epidemic, or any law or regulation or public authority, which makes it impossible to hold the exhibit.

**11. ADMISSIONS:** The Management has sole control over all admissions of persons to the Exhibit Area. All booth personnel must be registered and the **Official NAIFA-FL Meeting Badge is required for admission to the Exhibit Area.**

**12. SECURITY:** If an exhibitor has special security requirements, the exhibitor may hire uniformed guards at their own expense and post the guards at the exhibitor's individual booth as needed. Neither NAIFA-FL, Shepard Expo Services, CMC and Associates, or Hyatt Grand Cypress will be liable for loss or damage to property of Exhibitors or their agents or employees from theft, fire, accident, or any other cause beyond its control. Exhibitors are advised to secure their own adequate insurance coverage.

**13. CARE OF PROPERTY:** Exhibitors or their agents shall not injure or deface the walls or floors of the building, the booths, or equipment or furnishings in the booth. Exhibitors will be held liable for any such damage caused by him or his agent.

**14. HOSPITALITY, ENTERTAINMENT & SPECIAL EVENTS:** Exhibitors are welcome to sponsor hospitality suites or other special events for Conference attendees. Plans to do so should be coordinated through NAIFA-FL in advance and specific arrangements should be made directly with the Hyatt Grand Cypress. Exhibitors are requested to not organize, promote, publicize or invite attendance at any hospitality suite, outside entertainment, or other special event for persons attending this Conference on any of the advertised Conference dates during periods when either exhibits, meetings, or other regular Conference events are scheduled.

**15. EXHIBITOR DOOR PRIZES:** Exhibitors are encouraged to sponsor Door Prizes. Door prizes will be given away on Monday evening during the networking event. Exhibitors may not register for door prizes given by other Exhibitors.

**16. ENFORCEMENT OF GUIDELINES:** In addition to being subject to restriction or termination of an exhibit as explained in Item 7 above, Exhibitors who violate guidelines may be asked to leave and prohibited from attending future NAIFA-FL Conferences.