

Exhibitor Application

American Society on Aging (ASA)

2018 Aging in America Conference (AiA18)

San Francisco, CA | March 26-29, 2018



Applications submitted through September 29, 2017 may secure space at the early rate with a 50% deposit. Applications submitted on or after September 30, 2017 will secure space at the regular rate with a 50% deposit. Full and final payments are due by December 1, 2017. To maximize your opportunity for a preferred booth location, return your application on or before the **priority placement and savings deadline of September 29, 2017**. Space is assigned based upon a first-come basis upon payment receipt. Please note all dates, times and deadlines previously posted, or posted within this application, are tentative and subject to change at ASA's discretion.

1. Exhibiting Company Information: *Company name, address and website should be completed exactly as you would like it to appear in official publications.*

Company Name _____
Address 1 _____
Address 2 _____
City _____ State/Province _____ Postal Code _____ Country _____
Telephone _____ Mobile _____ Fax _____ Toll-free Number _____
E-mail Address _____ Website _____

2. Booth Contact Information: *Only the designated contact(s) will receive exhibit communications and information from ASA.*

Primary Contact Name _____ Title _____
Telephone _____ Mobile _____ Fax _____
E-mail Address (mandatory) _____

(E-mail is the primary method of communication from ASA. The Exhibitor Service Kit and any other most pertinent exhibitor information will be e-mailed to the above address.)

3. Booth Size: _____ x _____ = _____ sq. ft. Total number of booths: _____

4. BOOTH PREFERENCE:

1st choice _____ 2nd choice _____
3rd choice _____ 4th choice _____

5. RATES:

Early Rate (May 1–Sept 29)	Gov't/Nonprofit	Standard 8x10	Premium 8x10
ASA member organization	\$1,100	\$1,700	\$2,100
Nonmember organization	\$1,600	\$2,200	\$2,600
Regular Rate (Sept 30, 2017–March 26, 2018)			
ASA member organization	\$1,300	\$1,900	\$2,300
Nonmember organization	\$1,800	\$2,400	\$2,800

- Combined Literature Table \$250
- Skirted 6' table & chair in booth \$210
- Tote Bag Insert (*exhibitor rate*) \$2,000

Program Advertising:	Sponsor/Exhibitor Rate	Other
<input type="checkbox"/> Full Page	\$1,050	\$1,350
<input type="checkbox"/> Half Page	\$650	\$850
<input type="checkbox"/> Quarter Page	\$400	\$550

6. Payment (ASA Tax ID #: 94-2292868)

Check: enclosed for the amount of \$ _____

Make check payable to: American Society on Aging

Balances due after advance deposits must be paid in full by December 1, 2017. No company may exhibit until full payment for booth space is received.

7. Contract

I, the undersigned, hereby make application for exhibit space at the American Society on Aging (ASA) 2018 Aging in America Conference (AiA18). I am an authorized representative of this company with full power and authority to sign and deliver this application. Submission of this signed form is intended by you to be a binding agreement as to the terms and conditions contained herein. The company listed on this application agrees to comply with the policies, rules and regulations contained in the rules and regulations adopted by ASA hereinafter.

Authorized Officer's Name: _____

Title: _____

Authorized Officer's Signature (*required*): _____

_____ Date: _____

Charge: VISA MasterCard Amex Amount \$ _____
Credit Card number _____
Expiration Date _____ Security Code _____
Signature _____

Mail to: American Society on Aging
575 Market St., Suite 2100
San Francisco, CA
94105- 2869 USA
Email to: ljones@asaging.org

Exhibitor Rules and Regulations/Booth Specifications

The rules and regulations contained herein are intended by American Society on Aging (ASA) to serve the best interests of ASA, the conference meeting, the registrants and exhibitors, and to give notice to applicants and exhibitors of governing rules and regulations. The rules and regulations bind all applicants and exhibitors. Violation will result in loss of Priority Placement, ineligibility to participate in future Aging in America Conferences and/or other ASA exhibiting opportunities and, depending on the infraction, a fine imposed by ASA.

General Rules and Regulations

The term "event" refers to Aging in America, the 2018 ASA Conference (AiA18) to be held March 26-29, 2018 at the Hilton San Francisco Union Square, San Francisco, CA. The event is owned, produced and managed by the American Society on Aging ("ASA"). The term "Exhibitor" refers to the organization or person that applied for and has been granted exhibit space rental and such applicant's officers, directors, shareholders, employees, contractors, agents, and representatives. Each applicant for booth space agrees that the terms and condition of these Rules and Regulations are made part of any resulting Agreement for the use of exhibit space.

Space Rental, Assignment of Location and Subletting

Applications ("Agreement") for booth space must be made on the printed or electronic form provided by ASA, contain the information as requested, and be executed by an individual who has authority to act for the applicant. Whenever possible, space assignments will be made by ASA in keeping with the exhibitor's preference. ASA reserves the right to make the final determination of all space assignments in the best interests of the Event. ASA reserves the right to reject any application for space. **No exhibitor shall assign, sublet or share the space** allotted with another business organization unless approval has been obtained in writing from ASA.

Exhibitor's Authorized Representative

Each exhibitor must name one person to be the representative in connection with installation, operation and removal of the exhibit. Such representatives shall be authorized to enter into such service contracts as may be necessary and for which the Exhibitor shall be responsible. The Exhibitor shall assume responsibility for having the representative in attendance throughout all exposition periods; and this representative shall be responsible for keeping the exhibit neat, staffed and orderly at all times.

Official Service Contractor

Global Experience Specialists (GES) is the Official Service Contractor for this Event. Exhibitor Service Kits will be sent by the Official Service Contractor upon request of Exhibitor. The Exhibitor Service Kit will include pertinent information regarding the Event, including, but not limited to, additional rules and regulations, display rules, installation/dismantle schedules, official contractor order forms and pricing, shipping and drayage, utilities and building services, and audio/visual, all of which are incorporated and made part of the Agreement.

Payment and Deposit Information

Applications submitted through September 29, 2017 may secure space at the early rate with a 50% deposit. Applications submitted on or after September 30, 2017 will secure space at the regular rate with a 50% deposit. The balance of booth space payment is due December 1, 2017. All applications received after December 1, 2017 must be accompanied by the full booth fee. No company may not set-up booth space unless full payment for has been received.

Operation of Displays

All demonstrations or other promotional activities including the distribution of circulars must be confined to the limits of the exhibit space. ASA reserves the right to restrict the operation of, or evict completely, any exhibit, which, in its sole opinion, detracts from the general character of the exposition as a whole. Microphones are not permitted. Exhibits which include the operation of musical instruments, radios, sound projection equipment or any noisemaking machines must be conducted or arranged so that the sound resulting from the demonstration will neither annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. Live animals are prohibited unless pre-approved by ASA.

Liability

ASA shall bear no liability for personnel injuries suffered by an exhibitor or that exhibitor's employees, contractors or business invitees. ASA will also assume no liability for damage or loss of the property of an exhibitor or that exhibitor's employees, contractors or business invitees, regardless of the cause, unless such injury or damage results from or is caused by the negligence or wrongful acts of ASA. Upon application for exhibit space, each exhibitor agrees to protect, indemnify, and hold harmless the American Society on Aging, A. Fassano & Company (AFCo), GES and the contracted venue from any and all claims, liability, damages or expenses asserted against them or incurred by them as a result of, or in connection with, any loss of or damage to property, or injury to persons resulting from, arising out of, or in any way connected with the negligence or wrongful acts of the exhibitor or its agents, servants or employees.

Liability (cont.)

In no event shall ASA be liable to an exhibitor for any loss of business, business opportunities or any other type of direct or consequential damages alleged to be due from a breach of this contract. It is understood and agreed that the sole liability of ASA to the exhibitor for any breach of this contract shall be for the refund of all amounts paid by the exhibitor pursuant to this contract, as an exclusive remedy.

Insurance

It is the responsibility of each exhibiting organization to maintain adequate insurance coverage against injury to persons, damage to or loss of property and against inability to meet its obligations outlined in the ASA policy. Proof of insurance should be sent by March 2, 2018. Each exhibiting company should carry its own insurance to cover exhibit materials against loss or damage, and general liability and personnel insurance of \$1,000,000.

Care of Building and Equipment

Exhibiting companies or its agents will be held responsible for any injury, defacing and damage, done to the facility, booths, booth content or show equipment and décor by company employees or contracted personnel. No part of an exhibit, signs or other materials may be posted, nailed, taped or otherwise affixed to walls, columns, doors or floor surface in a way that will mar or deface the premises.

Conduct

Exhibits are subject to the approval of ASA. ASA reserves the right, even after an application has been approved, to refuse exhibits or to curtail/close exhibits or part of exhibits that do not, in ASA's determination, comply with the rules and regulations governing the conference; are contrary to ASA's public policies, positions, statements or guidelines; or otherwise reflect unfavorably on the character of the meeting. ASA shall have full authority to interpret or amend rules and ASA's decision is final. Exhibitors agree to abide by any rules and regulations that may hereafter be adopted. ASA reserves the right to prohibit any activities on the Exhibit Hall floor which have not been expressly permitted via approval of the AiA18 Conference Booth Activities Form. Companies and organizations who do not have a contract to exhibit on file with ASA are prohibited from participating in the AiA18 Conference or distributing any materials or any other type of activity within the Exhibit Hall. All issues not addressed are subject to the decision of ASA. Exhibitors and exhibit personnel are expected to wear badges in the Exhibit Hall during exhibit hours and while dismantling. All booths must be open and staffed during exhibit hours.

Material Handling

A material handling charge based on CWT (per 100 lbs. with a minimum of 200 lbs.) will be applicable if exhibitor freight is handled by GES. This applies to handling freight from the show site dock to the exhibitor's booth, providing empty stickers, storing empties, returning empties at the close of the show and loading onto the exhibitor-appointed carrier. Exhibitors may hand-carry their own materials into the exhibit facility if it is hand carried by one person in one trip. The use of dollies, flat trucks and other mechanical equipment, however, is not permitted. GES will control access to the loading docks in order to provide for a safe and orderly move-in/move-out. If an exhibitor uses the loading dock for material delivery, GES material handling charges will apply.

Listing and Promotional Materials

By exhibiting at the Event, Exhibitor grants ASA a fully paid, perpetual, nonexclusive license to use, display and reproduce the name of the Exhibitor in any directory or listing of the Event exhibitors and to use such names in promotional materials. ASA shall not be liable for any errors in any listing or for omitting any Exhibitor from any directory or listing pertaining to the Event.

Americans with Disabilities Act

Exhibitors are fully responsible for compliance with all applicable provisions of the Americans with Disabilities Act (ADA) with regard to their booth space, including, but not limited to, wheelchair access provisions. Exhibitors shall indemnify, hold harmless, and defend ASA, its officers, directors, agents, members and employees from and against any claims, liabilities, losses, damages and expenses, including attorneys' fees and expenses, resulting from or arising out of the exhibitor's failure or allegations of exhibitor's failure to comply with the provisions of the ADA.

Children

Children under 18 years old are not permitted on the show floor **at any time**. This includes during installation, dismantling, and/or exhibit hours.

Exhibitor Rules and Regulations/Booth Specifications

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Fire and Safety

All federal, state and local fire and safety regulations will be strictly enforced and the exhibitor assumes all responsibility for compliance with such regulations. All decorations must be flameproof and electrical wiring must meet the safety requirements of all building and city codes. No combustible material shall be stored in or around exhibit booths.

Media and Press Policy

All media personnel must register with ASA. Only reporters with official ASA badges will be permitted in the Exhibit & Poster Hall and educational classrooms. No filming, recording, or onsite interviewing is permitted without permission from the ASA Marketing and Public Relations Department. Please direct any questions to at [Jutka Mandoki jmandoki@asaging.org](mailto:Jutka.Mandoki@asaging.org)

No Smoking

ASA policy prohibits smoking in all areas of the Conference at any time during installation, show days or dismantle. Exhibitors are responsible for ensuring that all individuals associated with the exhibiting company are in compliance with this policy.

Security

ASA provides perimeter security in the exhibit area during the Sessions. Exhibitors are reminded that booth security and the protection of valuable items inside the booth space may require additional security at the exhibitor's own expense. ASA is not responsible for lost or stolen equipment or materials at any time.

Booth Specifications

In-Line and Corner 8' x 10' Booths

Display material for in-line and perimeter booths is restricted to a maximum height of 4' (1.22M) in the front 5' (1.52M) of the booth, and 8' (2.5M) in the rear 5' (1.52M) of the booth. The back wall on in-lines and corner booths is limited to 8' (2.5M) in height, including signs or company name, logo or product information. Each in-line and corner booth will have an 8' high draped background and 3' high drape divider defining the sides of the space. All in-line and corner booths must clear a ceiling height of 8'. Portable spotlights attached to booths and/or an endcap must be UL approved clamp-on types with porcelain base and metal guards. Clip-on types are not allowed. Spotlights may not exceed the height limitations as set under the Booth Construction Guidelines. Exposed or unfinished sides and/or exhibit backgrounds must be draped to present an attractive appearance. Exhibits will be inspected during the move-in and the service contractor, with the approval of the Exhibit Manager, will provide draping deemed necessary for exposed unfinished areas and submit the bill to the exhibitor.

Endcap Booth

An "endcap" is defined as a 10' x 16' space having 3 aisles faced toward the cross aisle at end of a row of traditional 8' x 10' linear booths. Certain restrictions apply to an endcap display. 1) Any portion of the exhibit bordering another exhibitor's booth must have the back side of that portion finished and must not carry identification signs or other copy that would detract from the adjoining exhibit; 2) the back wall is limited to 16 feet wide, 8 feet high centered across the 16-foot back wall area. All display fixtures over 42 inches high must be confined to those areas of the booth that are at least 5 feet from the aisle line to avoid blocking the sightline from the aisle to the adjoining booth. Exhibitors adjoining to an endcap exhibitor are entitled to the same reasonable sightline from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth. Hanging signs are not permitted.

Installation

Target freight move-in begins at 8:00 AM on Sunday, March 25. General exhibitor installation begins Monday, March 26 at 8:00 AM. **All cartons will be removed from the show floor by 3:00 PM on Monday, March 26. All exhibit components, including 8'x10' booths, must be set up by 3:30 PM on Monday, March 26.** Booth confirmation, exhibitor badges and /or labor wristbands will be required for installation admittance for both labor and exhibit personnel. Proof of identification such as a company business card or authorization letter on exhibiting company's letterhead must be presented to receive labor wristbands for installation. Booth space must be paid in full prior to booth installation.

Dismantling of Exhibits

ASA and the host site do not assume any responsibility for loss or damage to exhibits, equipment, personal belongings, etc. during the installation and dismantling periods. Exhibitors must be packed and ready for shipment by time designated by ASA's official decorator.

Installation and Dismantling Labor

The Decorating Contractor has an agreement with the hotel to provide labor for display installation and dismantling. Full-time employees of the exhibiting companies may set their own exhibits without assistance in a booth no larger than a 10' x 16'. Exhibits larger than 160 sq. ft. must use personnel supplied by the Official Decorating Contractor. The Decorating Contractor or hotel must render any local services that may be required beyond what your regular full-time employees can provide.

Exhibitor-Appointed Contractors

The contract for space is between ASA and the exhibiting company. As such, ASA will work only with the exhibiting company. Coordination with exhibitor-appointed contractors is the responsibility of the exhibiting company. If you plan to use a service contractor other than the official ASA contractor, fill out the Exhibitor-Appointed Contractor Work Authorization form provided in the Exhibitor Service Kit and return to

AIAServices@AFassanoCo.com no later than February 2, 2018,

otherwise, the exhibitor-appointed contractor will not be permitted to set up or work on your booth. Exhibiting companies are responsible for notifying the exhibitor appointed contractor of ASA's rules and regulations. These rules include providing ASA with a current certificate of insurance. The Exhibitor Service Kit will be sent to the exhibitor contact only, not to the exhibitor-appointed contractor.

Cancellation/Space Reduction

All space reductions/cancellations must be received in writing. In the event that ASA receives written notification by December 1, 2017, all sums paid by the exhibitor, less a service charge of 50% of the total cost of the exhibition or sponsorship opportunity fee, will be refunded. No refunds will be given for reductions in space or cancellations received after December 1, 2017, and obligate the exhibiting company to the full payment of rental space and/or sponsorship opportunity fee.

Show Cancellation

This agreement is automatically terminated in the event the conference is cancelled due to causes that are beyond reasonable control (i.e., acts of God, war, terrorism, government regulations, disaster, fire, strikes, civil disorder, curtailment of transportation facilities, or other similar cause beyond the control of the parties making it inadvisable, illegal or impossible to hold the show). ASA cannot be held liable for unforeseen expenses incurred due to the force majeure cancellation, and all payments are non-refundable.

Integration

These Rules and Regulations and the application form constitute the full and complete Agreement between the parties, which Agreement is binding and supersedes all previous negotiations and understandings with respect to the content of the Agreement.

Waiver

No waiver by either party of any term or provision of this Agreement shall be deemed a waiver of any preceding or succeeding breach of the same term or provision or any other condition or provision.

Dispute Resolution

In the event of any claim or dispute arising out of these Rules and Regulations, the parties shall first submit the claim or dispute to mediation under the rules of the American Arbitration Association in San Francisco, California. In the event that mediation fails to solve all issues, the parties shall submit all remaining issues to arbitration under the procedures of the American Arbitration Association in San Francisco, California; the prevailing party shall be entitled to reasonable attorneys' fees and expenses in accordance with those procedures.

The undersigned understands and agrees that its application is subject to the terms of the Application and Agreement and that they will become part of any resulting Agreement.

Authorized Signature _____ Date _____

Print Name _____

Company Name _____

ASA accepts the above application such that the Agreement between ASA and Applicant/Exhibitor is entered into as of this date.