

EXPOSITION CONTRACT CONDITIONS/ RULES AND REGULATIONS

PRIMA 2017 ANNUAL CONFERENCE // JUNE 4-7, 2017 // PHOENIX, ARIZONA

2017



PHOENIX

THE FOLLOWING TERMS AND CONDITIONS SHALL APPLY TO THIS AGREEMENT AND ARE BINDING UPON THE PARTIES HERETO:

1. Space assignments will be made on a first come, first served basis, and only upon receipt of 50% of gross rental as a nonrefundable down payment. The balance of the gross space will become due and payable on or before March 1, 2017 Phoenix Convention Center. No space assignment will be processed without the receipt of the required down payment. PRIMA has implemented a priority points system, whereby the order of company's selecting their booth is based on their exhibit history from 2012 to present.
2. Cost of 10' x 10' space includes at no extra charge, an 8' high show color curtain in show colors, a 33" high side rail curtain and an appropriate two line identification sign bearing the title as it appears on the reverse side of this contract. Booth size is indicated on the official show plan, which is included and becomes a part of this agreement, as measured along the back dimensions from the centers of the upright poles.
3. Exhibitors are not permitted to assign or sublet a booth or any part of the space allotted to them by this agreement. Nor shall they exhibit, or permit to be exhibited in their space, any merchandise or advertising materials which are not part of their company's regular product sold under the company listed on the reverse side of this contract.
4. Tentative Show dates and times:
Sunday, June 4, 2017..... Move In
Monday, Tuesday, June 5 & 6, 2017..... Show days
Tuesday, June 6, 2017 - 2:00 p.m. Move-Out
5. Exhibits are to be kept intact until the official closing of the show at 2:00 p.m. on June 6. Breaking down before 2:00 p.m., may result in a monetary penalty. It is also specifically noted that all exhibits must be removed by 6 p.m. on June 6, 2017. It is also agreed that exhibit material not removed by this time and date will be declared abandoned and removed by show management at exhibitor's expense and disposed of at show manager's discretion.
6. Show management reserves the right to decline to permit an exhibitor to conduct and maintain an exhibit if: in the sole judgment of show management, said exhibitor or exhibit, or proposed exhibit, shall in any respect be deemed unsuitable. This reservation relates to persons, conduct, articles of merchandising, printed matter, souvenirs, catalogs, and anything without limitation, which affects the character of the exhibit and, therefore, the show. The use of loudspeakers, recording equipment, television sets or radios, or the use of machinery which is of sufficient volume to annoy neighboring exhibitors will not be permitted.

As relates to 10' x 10' booths, no part of the displays along the side rail may be higher than the height of the side rail in the forward half of the booth. In the rear half of the booth, materials may exceed the side of the rail height, but must be no higher than 8 feet. The reverse side of any wing panel (sides of the exhibit extending from the back exhibit wall) must be draped or decorated so as not to be objectionable to neighboring exhibitors or interfere with the main aisles.

As relates to bulk space, no portion of the exhibit may be above 12' in height without show management being provided a complete and detailed perspective drawing of the exhibit, with release absolving show management and sponsors of any responsibility for liability in the event of structural failure. Such release shall include a certificate of insurance naming show management and sponsors as additional insurance for liability in the amount of \$1,000,000.00. Cost of such insurance shall be borne by the individual exhibitor.
7. Serving of alcoholic beverages by exhibitors is prohibited by show management within the confines of the Phoenix Convention Center during show hours which include move-in and breakdown.
8. Distribution of literature and souvenirs from booth to booth or in the aisles is forbidden. Exhibitors must confine their exhibit activities to their contracted exhibit space.
9. It is specifically declared that all exhibitors will confine their activities to conform to specifications set out for the Phoenix Convention Center by the general agreements between PRIMA and the Phoenix Convention Center and the direction of the Fire Marshal's Office for exhibits within the exhibit hall.
10. It is agreed that PRIMA nor its respective officers, representatives or employees are responsible for any injury, loss or damage that may occur to the exhibitor or exhibitors employees or property from any cause whatsoever, prior to, during, or subsequent to the period covered by the exhibit agreement.
11. By the execution of this agreement the exhibitor shall be fully responsible to pay for any and all damages to property owned by the Phoenix Convention Center, its owners or managers which result from any act or omission of exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Phoenix Convention Center, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the convention center or any part thereof.
12. In the event of postponement of the show for any cause, it is agreed that show management shall have a period of 90 days from the postponement date to reproduce the show. If the show is rescheduled and reproduced within this period, it is agreed that all aspects of this agreement remain intact and the exhibitor will reschedule the exhibit to participate in the rescheduled exposition.
13. It is specifically agreed that show management has the right to alter or amend the terms and conditions of this agreement from time to time as need arises provided show management give adequate notice (10 days) to the exhibitor.
14. It is agreed that all disputes from this agreement or participation in the show described by this agreement shall be adjudicated under Virginia law in the courts of Virginia.
14. Exhibitors are to keep a clear line of vision with respect to other booths, and are to not block vision to neighboring exhibitors booth spaces.