

EXHIBIT SPACE APPLICATION
April 25-29, 2018
Charlotte Convention Center – Charlotte, NC



Subsidiaries of one company may have more than one name. Unaffiliated companies may not have a combined listing.

EXHIBITING COMPANY INFORMATION: (Please complete as it should appear in the Exhibitor Guide)

Company Name: _____
 Address: _____
 City: _____ State: _____ Zip/Postal Code: _____
 Company Phone: _____ Fax: _____
 Website: _____

EXHIBIT CONTACT: (Person to whom all exhibit-related information should be sent. Communication will be via email.)

Name: _____ Title: _____
 Email: _____ Phone: _____

EXHIBIT BOOTH: 1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____

Booth rates is reserved before October 22, 2017

Booth Size	Paying by Check	Paying by Credit Card	Badge allocated per booth**
10' x 10'	\$3,975	\$4,094	3
10' x 20'	\$7,950	\$8,188	5
20' x 20'	\$15,900	\$16,377	8
20' x 30'	\$23,850	\$24,565	10
20' x 40'	\$31,800	\$32,754	12
30' x 30'	\$35,775	\$36,848	14
30' x 40'	\$47,700	\$49,131	15
30' x 50'	\$59,625	\$61,413	18
40' x 40'	\$63,600	\$65,508	22

Preferred Booth Size: _____ x _____

Total Booth Cost: \$ _____

Assigned Booth Number: _____

PAYMENT INFORMATION:

We understand that the 2017 booth rates will be honored for only those companies who have submitted a signed contract for space along with 50% deposit by October 22, 2017. We agree to pay the total booth cost as rental for the space allotted to us. We understand that without a 50% deposit paid by October 22, 2017, HMP will release our chosen booth space. Final payments on all booths must be made by January 19, 2018. If you are requesting a booth after this date, payment in full MUST accompany all space applications.

- Only charge the deposit to my credit card at this time and approve automatically charging the balance to this credit card on January 19, 2018.
- Charge the entire amount to my credit card at this time.
- Check Enclosed: Make check payable to HMP Communications and mail with your application to:
 HMP Communications, Dept. 1110039, PO Box 150422, Hartford, CT 06115-0422

A 3% Administrative Fee will be applied to all Credit Card Payments

Credit card type: (circle one): Visa MC Amex Discover

Name on credit card (please print): _____

Credit card number: _____ Expiration date: _____

Security Code: _____ Billing Zip Code: _____

BOOTH CANCELLATIONS:

Notification of intent to cancel **must** be provided in writing. Cancellations before January 19, 2018, will result in forfeiture of 50% of the total booth fee; cancellations after this date will result in the forfeiture of the total booth fee.

No Penalty On/Before October 22, 2017
 50% Penalty After October 22, 2017 and Before January 19, 2018
 100% Penalty On/After January 19, 2018

BOOTH REDUCTION:

Notification of intent to reduce your booth size **must** be provided in writing. Booth size reductions before January 19, 2018 will result in 25% of the decreased amount. No booth reductions will be accepted after January 18, 2018.

Authorized Signature: _____ **Date:** _____

Please note that by submitting this form, you understand that your use of this space is subject to the conditions and terms provided, which upon acceptance by HMP Communications will become a binding contract between you, as the exhibitor, and HMP Communications.

Please send completed application to Tara Fields at tfields@hmpcommunications.com or fax to 866-653-9659

Terms and Conditions

This form indicates the policies and regulations set forth as part of the contract for sponsorship with HMP Communications and its organizing committee, hereinafter referred to as HMP, for the SAWC Spring/WHS conference being held April 25-29, 2018 in Charlotte, North Carolina. HMP reserves the sole right to render all interpretations, to amend and enforce these policies and regulations, and to establish any and all further regulations not specifically covered below to assure the general success and well-being of the conference. HMP reserves the right to decline, prohibit, and/or deny any sponsorship that in its sole judgment is contrary to the character, objectives, and best interests of the conference or suitable for its attendee audience.

1. GENERAL EXHIBIT INFORMATION: All exhibits must be set up by 12:00 noon on Thursday, April 26, 2018 without exception. The exhibits officially close at 2:15 pm on Saturday, April 28, 2018. No exhibitors may dismantle exhibits until the official closing time. HMP Communications reserves the right to assign booth space. All booths must reflect a uniform image. Each exhibitor will be permitted to display the following items only: literature, logos, company signs, and samples.

2. EXHIBITOR SERVICES: The following services will be provided for exhibitors at no additional charge: 7" x 44" identification sign, eight-foot-high back wall, and three-foot side drape. The official decorating and drayage company of the SAWC Spring/WHS will provide and distribute an exhibitor kit containing literature and rates for all services and equipment. All furnishings and special requirements should be ordered through that decorating company.

3. CEILING HEIGHT: The ceiling height in the exhibit hall is 30 feet. No booth display may exceed 8 feet in height, with the exception of island booths and perimeter booths, which cannot exceed 12 feet in height. Only island booths are permitted to have hanging signs, and must be approved by Show Management. SAWC Spring/WHS follows the IAEE Guidelines for Display Rules and Regulations: <http://www.freemanco.com/pdf/IAEE-Guidelines.pdf>

4. EXHIBIT COORDINATOR: The official decorating company will direct and manage all of the following services and will have a service desk in operation at the time of installation and dismantle: • Exhibitor service manual distribution • furnishings • labor • rent or exhibit displays • signage • material handling services • transportation services

5. EXHIBITOR'S INFORMATION KIT: A complete Exhibitor's Information Kit containing all the necessary order forms for drayage, electrical service, furniture rental, carpeting, cleaning, etc., will be sent via email to each exhibitor after confirmation of space assignments. The official decorating company of the SAWC Spring/WHS will also provide instructions within the kit so forms may be processed online.

6. PHOTOGRAPHY IN THE EXHIBIT HALL: The use of cameras (including but not limited to cellular phones, film, digital, video taking or image or sound capturing) or audio taping equipment is prohibited anywhere during the Conference without prior permission from SAWC and/or the presenting author.

7. SUBLETTING OF SPACE: The exhibitor agrees that the display will be confined to the area of space reserved and that subletting or showing products other than those manufactured or represented by the exhibitor is strictly prohibited.

8. ARRANGEMENT OF EXHIBITS: The exhibitor agrees to manage his/her exhibits so as not to obstruct or interfere in any way with the general view, the view of the exhibits of other exhibitors, or the free passage of spectators. The decision of HMP Communications as to what constitutes such obstruction or interferences will be final.

9. CARE OF SPACE: The exhibitor agrees not to deface, injure, or mar the exhibition hall of the Charlotte Convention Center, any of the furniture or fixtures contained therein, and/or any of the property of whatever nature placed therein. The exhibitor will be liable to HMP and/or Charlotte Convention Center for any damage resulting to such exhibition hall, furniture and fixtures contained therein, and/or such property placed therein by HMP, which will occur by reason of the commission or omissions of any exhibitor and/or its agents, servants, or employees. The exhibitor will defend and hold harmless HMP from all claims and suits against HMP arising from the aforesaid commissions or omissions of the exhibitor, their agents, servants, or employees. All material used by exhibitors must conform to the requirements of the Fire Department of Charlotte, NC X-ray equipment is to be disconnected.

10. INSURANCE: HMP Communications assumes no responsibility for the safety of the personnel and property of exhibitors or the personal property of their officers, agents, servants, or employees. Any exhibitor wishing to insure his/her personnel or goods against injury, theft, damage by fire, accident, or other cause must do so at his/her own expense.

11. SECURITY: HMP will provide around-the-clock security to control access to the exhibit hall beginning Thursday, April 26, 2018, at 12:00 noon and continuing during exhibit hall hours only. HMP and the Charlotte Convention Center are not responsible for loss of or damage to exhibitor property. Exhibitors will be required to display proper credentials to gain access to the floor.

12. LIABILITY: HMP will not be liable for any damages in the event that performance of this contract is rendered impossible for any of the following causes: destruction of the exhibit hall or any substantial portion thereof by fire, earthquake, the elements, a public enemy, strikes or other public disorder, impossibility of performance created by lay or any public authority, and/or for any cause beyond its control or the control of the Charlotte Convention Center.

13. CHILDREN: Under no circumstances will children under the age of 18 be allowed in the exhibit hall during installation or dismantle. For reasons of insurance children are not permitted on the show floor. Because of limited seating capacity and the highly technical nature of the programs, children under the age of 18 are not invited to attend presentations.

14. SHIPPING INSTRUCTIONS: Please ship early and prepay all transportation charges. Collect shipments will not be accepted and all shipments should be labeled with return address. Additional shipping instructions and labels will be provided in the decorating kit. All shipments should be packed securely and fully prepaid. Bills of lading should be forwarded to the drayage agent when shipment is made. Each exhibitor agrees to ship his/her materials at the company's own risk and expense.

15. CONDUCT OF EXHIBITS: All booths must be uniform. Interviews, demonstrations, and distribution of literature or samples must be made within the booth area assigned to the exhibitor. Canvassing or distributing of promotional materials outside the exhibitor's own booth will not be permitted. Any and all educational activities conducted at the booth must be delivered via headsets — no exceptions. HMP Communications reserves the right to monitor and reduce the sound of any system so that it does not interfere with the show and/or other exhibitors. Exhibitors may not serve or dispense food or beverages of any type from their booths or in the exhibit area without the consent of HMP Communications. No part of the display including products is permitted outside the exhibit space. Products and furnishings should be arranged with the safety of the exhibitors and attendees in mind. Each exhibitor must make provisions for the safeguarding of his goods, materials, equipment, and display at all times. The exhibit hall will be secure during closed hours, but neither HMP Communications nor the Charlotte Convention Center will be held liable for personal injuries or for damage to property owned or controlled by the exhibitor in the rented exhibition space. The exhibitor will indemnify and hold HMP Communications and the Charlotte Convention Center harmless against all such claims. All of the exhibitor's property should be deemed to remain under the exhibitor's custody and control in storage, in transit to or from, or within the confines of HMP Communications or its service contractor. Each exhibiting company should acknowledge that it is responsible for obtaining insurance coverage in such amounts as it deems appropriate to comply with its obligations hereunder and for its own protection. Each exhibiting company that wishes to insure its exhibit and display materials against loss of any kind must do so at its own expense.

16. ELECTRICAL POWER AND UTILITIES: Rates and data on electrical power, telephone connections, etc., will be provided in the Exhibitor Service Manual from the decorator.

17. TELECOMMUNICATION SERVICES: Rates and data will be provided in the Exhibitor Service Manual from the decorator.

18. BOOTH RELOCATION: HMP Communications reserves the right to rearrange the floor plan at any time. HMP Communications reserves the right to relocate exhibitors should it become necessary for causes beyond the control of HMP Communications, or advisable in the best judgment of HMP Communications. After assignment of space, exhibitor agrees to accept relocation to other comparable space if HMP Communications deems such a relocation to be necessary or appropriate.

19. CANCELLATION BY EXHIBITOR: Notification of intent to cancel **must** be provided in writing. In the event the exhibitor cancels all or part of the exhibit space contracted for hereunder, organizer shall assess cancellation fee as a percentage of the total exhibit space rental fee as follows:

No Penalty	On/Before October 22, 2017
50% Penalty	After October 22, 2017 and Before January 19, 2018
100% Penalty	On/After January 19, 2018

20. REFUND POLICY: Please reference the cancellation terms and penalties under CANCELLATION BY EXHIBITOR above. There will be no refunds for cancellations received after January 19, 2018.

21. BOOTH REDUCTION: Notification of intent to reduce your booth size must be provided in writing. Booth size reductions before January 13, 2017 will result in 25% of the decreased amount. No booth reductions will be accepted after January 19, 2018.

22. PAYMENTS: A 3% administrative fee will be applied to all Credit Card Payments.