

2012 SAN FRANCISCO EXHIBIT/SPONSOR APPLICATION

Expo dates: March 22-24, 2012

Organization Name _____

Mailing Address _____

City _____ State _____ ZIP _____

Phone [] _____ Fax [] _____

Website _____

Contact Person _____ Title _____

Mailing Address _____

City _____ State _____ ZIP _____

Phone [] _____ Fax [] _____ E-mail [] _____

Exhibit booth(s) (see pages 10-13)

Rates	By 10/31/11	After 10/31/11
<input type="checkbox"/> Inline booth(s)	\$1,300	\$1,400
<input type="checkbox"/> Corner booth(s)	\$1,400	\$1,550

Rates are per 10' x 10' booth space.

Preferred booth choice:

1st _____ 2nd _____ 3rd _____ 4th _____ 5th _____ 6th _____

\$600 per booth, non-refundable deposit is due with booth application. Please sign this form, initial the Rules & Regulations on reverse side, and return both pages with deposit. Balance of booth fee is due by January 17, 2012.

Organizations from which you desire separation: _____

Important: EXHIBITOR DIRECTORY LISTING deadline is January 17, 2012. Please e-mail your 40-word description to kmaguire@counseling.org. Include organization name, phone, fax, website and description of products/services EXACTLY as you expect it to appear in the Conference Program Guide.

Tote bag insert \$600 for exhibitors \$750 for non-exhibitors

Take-one table \$300

Expo Product Showcase 30 min. session (\$450)

50 min. session (\$600)

Conference sponsorship (see pages 15)

Type of sponsorship _____ Amount _____

ACA will follow up with complete sponsorship agreement.

Exhibitor rules & regulations: By signing this exhibitor/sponsor application, I agree that I have read, understand and agree to abide by the exhibitor rules and regulations as outlined on the back of this application.

ACA publications or programs will not knowingly accept advertisements that discriminate on the basis of ethnic group, race, religion, gender, sexual orientation, age and/or disability. By signing this advertising contract/insertion order, our company adheres to and abides by ACA's policy on nondiscrimination.

Exhibitor Signature _____ Date _____

PAYMENT METHOD

Check enclosed \$ _____

(payable to American Counseling Association)

Charge amount \$ _____

VISA American Express MasterCard Discover

Card number _____ Exp. date _____

CVC code: VISA, MC, Discover (last 3 digits next to signature line) _ _ _

American Express (4 digits above credit card number) _ _ _ _

Cardholder name _____

Advertiser Signature _____ Date _____

Send Invoice

Fax to: 607-662-4415

Mail to: ACA Advertising & Exhibits Office
PO Box 320
Homer, NY 13077

E-mail: kmaguire@counseling.org

Call Kathy Maguire at 607-662-4451 with questions.

Office Use

Date Received: _____

Deposit _____

Invoice date _____

Balance due _____

Booth # _____

C FP CP FE

ACA EXHIBITOR RULES AND REGULATIONS

A. CONTRACT

This application, properly executed by applicant (Exhibitor) shall upon written acceptance and notification of space assigned by Exhibit management constitute a valid and binding contract between Exhibitor and the American Counseling Association. Applications will not be accepted without deposit. Processing of payment does not constitute acceptance into the show or guarantee space availability.

B. SPACE RENTAL

1. Standard Booth: This contract for use of space provides an 8' high flameproof back wall drapery and 36" high side rails with drapery, a standard booth sign carrying the exhibitor's name, a booth number, a six foot draped table, two side chairs, one wastebasket, standard grade carpeting on floor (carpet grade and color is the choice of ACA), security guard service and aisle cleaning.

2. Floor Plan: All dimensions and locations shown on the official floor plan are believed, but not warranted, to be accurate. The Association reserves the right to make modifications, as necessary, to meet the needs of the exhibitors, exhibit program and the Fire Marshall.

3. Assignment of Space: (a) Assignment of space will be based on the order of date of receipt of application as well as size, utility requirements and location of space requested. Assignment of space is final and shall constitute an acceptance of the exhibitor's offer to occupy space. Space assignments may be revoked or changed by exhibit management any time that the minimum payment schedule is not met. Deposit of \$600 is due with application. (b) If the exhibitor's application is not accepted or space is not available, the exhibitor's deposit will be promptly refunded by ACA.

4. Cancellation of Show: In the event that fire, strike or other circumstances beyond the control of the Association cause the exhibit to be cancelled, full refund of exhibit rental fees will be made.

5. Furnishings: Additional furniture, and/or additional draping, accessories, signs, electrical outlets, etc., are the sole responsibility of the exhibitor and should be ordered in advance from the official show decorator on the forms that will be provided. Table coverings as well as all booth equipment must be of non-flammable material. All decorative materials must be fire-resistant and in accord with the standards established by the Fire Department.

6. Exhibitor Registrations: Each exhibiting company receives two complimentary full registrations per 10' x 10' full price exhibit booth. No refunds will be given to those exhibitors who have already registered as individuals for the 2012 conference. This also applies to ACA Division exhibitors.

C. CANCELLATION OF EXHIBIT CONTRACT

1. Cancellation: In the event that notification of intent to cancel is received by the exhibit management in writing by December 15, 2011 all sums paid by the exhibitor, less the deposit of \$600 per booth, will be refunded.

2. Late Cancellation: Cancellation after December 15, 2011 obligates the exhibitor to full payment of the booth rental. No refund of any fees, including the deposit fee, will be made if notice of cancellation is received after December 15, 2011.

3. Late Contracts: Exhibit contracts received after January 15, 2012 will require payment in full when contract is submitted.

4. Failure to Pay: Failure to remit the balance of booth rental by the date specified on the application form constitutes cancellation of contract and the reserved space will be subject to resale without refund of deposit.

5. Failure to Occupy Space: Space not occupied by

the close of the exhibit installation period or 3 p.m. on March 22, 2012 as specified in the accompanying material will be forfeited by the exhibitor and this space may be resold, reassigned or used by the exhibit management. If the exhibit is on hand, the exhibit management reserves the right to assign labor to set up any display that is not in the process of being erected by the given deadline and to instruct that the exhibitor be billed for all charges thus incurred.

D. CONSTRUCTION, INSTALLATION, AND USE OF EXHIBITS AND EXHIBIT FACILITIES

1. Acceptability of Exhibits: Association will provide space for individuals, governmental agencies, as well as profit and not-for-profit organizations to exhibit their materials to members and non-members attending our Association meetings, especially the annual conference. Exhibitors must abide by certain rules and regulations. Only exhibitors whose materials are related to the explicit purposes of the Association and of the exhibits will be approved or allowed to maintain displays. These materials must be directly relevant and be of value to our profession. Exhibit shall be operated in a way that will not detract from other exhibits, the exhibition or conference as a whole. Each exhibitor must agree to abide by the policy of the Association on non-discrimination. The Association reserves the right to bar or relocate any potential exhibitor or require the immediate withdrawal of any exhibit which it believes to be injurious to the purposes of the Association or to the exhibits.

2. Restriction on Use of Space: No exhibitor shall sublet, assign or share any part of the space allocated to him without the written consent of the exhibit management. Solicitations or demonstrations by exhibitors must be confined within the bounds of their own prospective booth(s). Aisle space shall not be used for exhibit purposes, display signs, solicitation, or distribution of promotional material. Booths must be staffed at all times during exhibit hours. Exhibits, signs and displays are also prohibited in any of the public space or elsewhere on the premises of the meeting facilities or in the guest rooms or hallways of the hotels. Operation of sound devices is allowed if the exhibitor complies with restrictions on loud volume. ACA requires the exhibitor to obtain its own license for copyrighted music.

3. Construction of Exhibits: Exhibits shall be constructed and arranged so that they do not obstruct the general view, nor hide the exhibits of others. No side wall higher than 36" may extend forward from the back wall more than one-half the depth of the exhibit space with back walls of booths not measuring higher than 8', except those booths located on the side and rear perimeter walls. Exhibitors desiring to use other than standard booth equipment, any signs, or material conflicting in any way with the above regulations should submit two copies of a detailed sketch of proposed layout at least 50 days before the meeting or before construction is ordered and receive written approval from the exhibit management.

4. Appearance of Exhibits: Any part of the exhibit that does not lend itself to an attractive appearance, such as unfinished side or end panels, must be draped at the exhibitor's expense. Management reserves the right to have such finishing done, billing the exhibitor for charges incurred.

5. Installation and Dismantling of Exhibits: All installation and dismantling of exhibits must be carried out during the time indicated in the accompanying exhibit information or set-up no later than 3 p.m. on March 22, 2012. No exhibit may be erected after the exhibition opens or be dismantled before the official closing date and time of 6 p.m. on March 24, 2012. It is the responsibility of the exhibitor to see that all materials are

delivered to the expo hall and removed from the expo hall by the specified deadline. Should exhibitor fail to remove exhibit, this removal will be arranged by the exhibit management at the expense of the exhibitor.

6. Drayage: All shipments of exhibit material must be made to the official drayage company as indicated in the exhibitor's service kit.

7. Labor: Exhibitors shall employ only accredited labor personnel for all work other than that properly handled by their own personnel in accordance with local labor regulations. Information regarding specific regulations may be obtained from the official decorator. Display persons, painters, carpenters, electricians, and other skilled labor can be arranged through the official decorator at established rates.

8. Fire and Safety Regulations: The exhibitor hereby agrees to be bound by (i) all applicable fire, utility and building codes and regulations; (ii) any rules or regulations of the facility where the exhibition is held; (iii) the terms of all leases and agreements between ACA and the managers or owners of said facility; and (iv) the terms of all leases and agreements between ACA and any other party relating to the exhibition. All decorations and booth equipment must be fireproofed and electrical wiring must meet the safety requirements of the official service contractor. Affidavits attesting to flameproof compliance with fire department regulations must be submitted when requested. No combustible materials shall be stored in or around exhibit booths.

9. Damage to Exhibit Facilities: The exhibitor must surrender space occupied in the same condition it was at commencement of occupation. The exhibitor or its agents shall not injure or deface facilities, the booths or the equipment or furniture of the booth. When such damage appears, the exhibitor shall be liable to the owners of the property so damaged.

E. LIABILITY

1. Security: The Association will provide security guards on a 24-hour basis but the furnishing of such service shall not be constructed to any assumption of obligation or duty with respect to the protection of the property of exhibitors, which shall at all times remain in the sole possession and custody of each exhibitor and shall be the sole responsibility of each exhibitor.

2. Responsibility of ACA and the Exhibit Facility: Insurance and liability are the full and sole responsibility of the exhibitor. The exhibitor agrees to comply strictly with applicable terms and conditions contained in the agreement between ACA and its agents and the Moscone Convention Center regarding the exhibition premises. The exhibitor further agrees to assume complete responsibility for any damage arising under this contract by the exhibitor, its agents, employees and business invitees and to indemnify and hold ACA, its officers, directors, employees, agent and business invitees harmless from and against any and all actions, proceedings, claims, damages, attorney's fees and expenses of whatsoever kind, arising out of or relating to this contract, including any action incident to or arising from exhibitor's occupation of or use of booth space or exhibit premises and any actions brought by the Moscone Convention Center or its agents against ACA.

All claims arising under this Agreement shall be filed in the Commonwealth of Virginia and decided under Virginia Law.

I have read, understand and will adhere to the Rules & Regulations set forth on this page _____(initials).