American Counseling Association & Canadian Counselling and Psychotherapy Association

Exhibitor Prospectus

March 30 – April 3 | Expo: March 31 – April 2, 2016 | Montréal Canada
Welcome and get ready ...

for the largest professional development event for counselors in the world.

Establish new relationships and strengthen existing contacts by exhibiting at the ACA/CCPA 2016 Conference & Expo.

The American Counseling Association and the Canadian Counselling and Psychotherapy Association is pleased to invite you to exhibit at the 2016 ACA/CCPA Conference & Expo at the Palais des congrès de Montréal, March 30 – April 3. The Expo dates are March 31– April 2.

ACA values the educational contributions made by exhibiting companies who share the vision and objectives of our members in the counseling profession. The Expo is where counselors become aware of your products and services, and also interact with you. Tell counselors face-to-face how you can help them succeed. More than 50% of our attendees are decision-makers or influencers at their workplace and attend the expo hall ready to make purchases.

Submit your booth application and deposit right away to ensure you get the prime, high-traffic booth location that you desire.

Included in your booth rental package:

- One 10' x 10' booth with 8' flameproof draped back wall and 36" draped side walls
- One 6' draped table, two side chairs and one wastebasket
- Carpet (ACA’s choice)
- **Back again for 2016:** lead retrieval included for every exhibitor
- One 7" x 44" booth identification sign with company name and booth number
- Two complimentary full-conference registrations and two expo-only booth personnel badges
- Listing and description with link to your website in the ACA Interactive Floor plan with full company description through June 30, 2016
- Company listing and product description online, in the Mobile App and in the 2016 Conference Program Guide
- Exhibitor-only lounge with beverages
GENERAL INFORMATION

Expo Events Bring Attendees to You

Here is how ACA is helping you meet your exhibit objectives:

- Expo Grand Opening & Welcome Reception Thursday evening
- Lunch in the Expo on Friday AND Saturday
- Coffee Breaks in the Expo
- ACA Career Center where attendees search for jobs and obtain career advice
- Networking Lounge to help attendees stay connected
- Dedicated Expo hours

Montréal couldn’t be easier.

We have appointed Mendelssohn Customs & Transportation Services as our authorized Customs Broker/Transportation provider for the 2016 ACA/CCPA Conference & Expo and we have secured official recognition of the Convention & Exposition by Canada Customs.

What does this mean for our exhibitors? Mendelssohn will help you every step of the way—taking the guess work, paperwork and potential for confusion off your desk and clearing an easy path for you right to the Congrès de Palais de Montréal (Convention Center). Mendelssohn will maintain staff on-site from move-in through move-out to assist exhibitors with their entry/import and return/export of goods and merchandise. Via Mendelssohn, your shipments will be cleared through Canada Customs—eliminating the possibility of materials being held at the border by Canada Customs due to improper or insufficient documentation.

Mendelssohn will:

- Provide each exhibitor with a comprehensive Customs guide entitled “Canada Bound” which contains the required Customs information, necessary inventory and regulation forms and examples for easy completion.
- Post the required bonds and securities with Canada Customs
- Clear your materials through Canada Customs.
- Prepare export documentation and bills of lading.
- Arrange for Customs clearance for return ground/air freight.
- Provide onsite representation throughout the ACA/CCPA Conference & Expo.

Merchandise Sales

You may sell your merchandise on the exhibit floor just like at any other ACA Expo and pay only 5% required Canadian Goods and Service Tax (GST) – for example, an exhibitor selling $2,000.00 worth of merchandise will pay only $100 (Canadian dollars) GST to the Canadian Government. This is far less than the $500 GST if the exhibition was not officially recognized and far less than local sales taxes have been for past ACA Expositions within the USA. Mendelssohn will assist you with your post-show inventory documentation and any GST that you may owe. Mendelssohn will pay the GST for you and include the amount on your invoice. You will not have to make any GST payments before leaving Canada.

ACA highly recommends that exhibitors use Mendelssohn because the services they provide will eliminate the possibility of Customs problems. Exhibitors using their own broker will have to arrange their own bond or cash deposit with Canadian Customs at their point of entry into Canada.

Exhibit Space Rates

<table>
<thead>
<tr>
<th>Rate</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inline through Oct. 31</td>
<td>$1,475</td>
</tr>
<tr>
<td>Inline after Nov. 1</td>
<td>$1,575</td>
</tr>
<tr>
<td>Corner through Oct. 31</td>
<td>$1,625</td>
</tr>
<tr>
<td>Corner after Nov. 1</td>
<td>$1,750</td>
</tr>
</tbody>
</table>

2016 Exhibit Dates & Hours

- Thursday, March 31, 4:00 pm – 6:00 pm Grand Opening & Welcome Reception
- Friday, April 1, 9:00 am – 4:00 pm
- Saturday, April 2, 10:00 am – 4:00 pm

Exhibit Installation

- Thursday, March 31
- 8:00 am – 3:00 pm
- Installation must be completed by 3:00 pm on March 31.

Exhibit Dismantling

- Saturday, April 2
- 4:00 pm – 6:00 pm

Exhibit must not be disturbed, dismantled or removed before 4:00 pm on Saturday, April 2. Please make travel plans accordingly.
Exhibitor Service Manuals

Exhibitor service manual information will be sent via e-mail and available online at approximately 60 days prior to the conference. The manual will contain information regarding purchasing additional booth furniture, additional draping, accessories, plants and floral arrangements, electrical services, internet connections, audiovisual equipment and payment terms.

IMPORTANT DATES

October 31, 2015
Early bird discounted booth rate deadline. $600 non-refundable deposit due with exhibitor application and contract.

November 1, 2015
Regular booth rates in effect.

December 15, 2015
Booth cancellations on and prior to this date will forfeit deposit only. Cancelations after December 15, will forfeit entire fee.

January 8, 2016
Last day to submit a 40-word product description for inclusion in 2016 Conference Program Guide. Descriptions received after this date will be included online only.

January 15, 2016
Advertising space reservation deadline for 2016 Conference Program Guide.

January 15, 2016
Balance of exhibit fee due. Booth applications received after this date require payment in full.

January 23, 2016
Ad materials due for 2016 Conference Program Guide.

Location of Expo

Montreal Convention Center, Palais des congrès de Montréal
1001 Place Jean-Paul Riopelle
Montréal, QC H2Z 1H5, Canada

* Many attendees work in more than one area of counseling
PROFILE OF ATTENDEES

NON-MEMBERS
330

EXHIBITORS
119

(Not included in total conference attendance)

3,510
On average the total conference attendance

2,340
Professional/Regular Member

1,170
New Member/Student

GENDER
71.3% Female
28.7% Male

AGE
21–25 .................. 4.0%
26–35 .................. 24.6%
36–55 .................. 45.1%
56–68 .................. 23.2%
68+ .................. 3.1%

WORK SETTING
Many attendees work in more than one area of counseling
53.7%........................ work in mental health and counseling
36.7%.......................... have a private practice
10.1%.......................... work in school counseling
10.0%.......................... work in college counseling
5.6%.......................... work in family counseling
5.1%.......................... work with addictions
2.8%.......................... are rehabilitation counselors
2.3%.......................... work in career counseling
10.4%.......................... work in other counseling settings

POSITION DESCRIPTION
44.5% .................. licensed professional counselor
18.9% .................. counselor educator
13.0% .................. master’s student
5.8% .................. doctoral student
6.2% .................. school counselor
1.6% .................. psychologist
7.7% .................. other
0.6% .................. retired

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Maximize Your ROI

ACA wants you to have a successful experience at our Expo. You can maximize your exposure by taking advantage of ACA’s conference specific advertising and marketing options.

Suggestions for exhibitors:

Pre-conference Promotion

- Sponsorship – a practical way to increase your exposure before, during and after the conference. Check out ACA’s sponsorship options on page 8. We’ll work with you to create a sponsorship package that gives you the most bang for your buck!
- Advertise in trade show publications such as the 2016 ACA/CCPA Conference Program Guide and Counseling Today Magazine (we even offer exhibitors a discount!). Or, advertise on the Mobile App or counseling.org.
- Advertise in the monthly registered attendee eBlasts ACA sends (limited availability!)
- Send a pre-conference mailer to registered attendees – ACA rents the attendee list ONLY to ACA/CCPA 2016 exhibitors.
- Include a show reminder on all company emails and documents – ACA will provide you with a digital ‘button’ that you can easily add to your correspondence.
- Send press releases about your new products or services and about your exhibit booth at the 2016 ACA/CCPA Conference to media outlets.
- Train your booth staff to be welcoming and informative. This will help meet your on-site goals.

Onsite Promotion

- Advertise with a tote bag insert – a flier, brochure, or item included in each attendee tote bag lets them know you are in the Expo and ready to meet them.
- Sponsor a conference-wide event such as lunch in the Expo or host an event at your booth.
- Provide product demonstrations – show and sell your products and services to ACA and CCPA members.
- Capture attendees’ attention! Present information in an easily accessible way such as a small flyer or card.
- Showcase your new products or services by making it the focal point of your exhibit.
- Have a contest or giveaway at your booth to attract attendees.
- Use the complimentary lead-retrieval scanner provided by ACA at no additional charge to collect attendee contact information.

Post-conference Promotion

- Follow-up with your leads! Contact potential customers after the conference to generate more sales.
- Send a post-conference mailing by renting the final ACA/CCPA attendee list. Available ONLY to 2016 exhibitors.
- Advertise in Counseling Today Magazine; ACAeNews; ACA Member Toolkit; or on counseling.org to keep the momentum going year-round!

Premium Booths

$3,500 each (on a first come-first served basis)
These 10’ x 15’ booth spaces are located near the registration lobby for maximum exposure and additional face-time with every attendee. These booths remain open even when the Expo closes.

Tote Bag Inserts

$600 For Exhibitors | $750 Non-Exhibitors
Tote bag inserts are an effective and inexpensive way to reach every ACA conference attendee. Draw attention to your booth, promote a new product or service that you will be displaying during the conference or offer a special conference-only incentive.
2016 Conference Program Guide Ads

ACA’s Conference Program Guide is the heart of conference events and used continuously throughout the conference.

- Full Page ......................................................................................... $1,400
- ½ page ............................................................................................... $750
- Cover 2 ............................................................................................ $2,500
- Cover 3 ............................................................................................ $2,500
- Cover 4 ............................................................................................ $3,500

Program Guide Trim Size:
6.25 x 8.75

Cover and Tab ads:

Cover ads — 4-color
  Full page - 5.75“ x 8.75” + .125” bleed

Tab ads — 4-color
  Full page - 5.25“ x 8.75” + .125” bleed
  Half page - 4.75“ x 3.75”, B/W, no bleeds

Interior page ads:
  Full page - 4.75“ x 8”, B/W, no bleeds
  Half page - 4.75“ x 3.75”, B/W, no bleeds

Conference Mobile App Ads

Enhance your visibility to attendees and grow your business. Every time an attendee uses the web or native mobile apps your company will be center stage. As part of the exclusive mobile app sponsorship you will receive:
- Logo on splash screen and language page
- Logo in top banner
- One push notification per exhibit day
- Log in mobile app promotion emails to attendees

Counseling.org Conference Site

260 x 260 conference home page ads: $600 per month or $1,500 for three consecutive months

Advertise in Registered Attendee Email Blasts

Available monthly starting September, 2015. Very limited space – RESERVE NOW!
Rail images: 140 x 140 (pixels); $250
Body images: 440 x 100 (pixels); $400

For more information and to reserve space, contact advertising sales.

Advertise in Counseling Today

Every issue of Counseling Today is a valuable tool for ACA members. Advertise in the months leading up to conference and tell more than 56,000 counseling professionals that you are exhibiting with ACA and you want their business! Contact advertising sales for more information.

Exhibitors receive 15% discount on ads placed in the January, February, March and April 2016 issues.

Contact Information

Booth Sales, Sponsorship, Advertising & Promotion
Kathy Maguire
kmaguire@counseling.org
Office: 770-432-8410 x153
Mobile: 607-345-5044
Voice mail: 800-347-6647 x207
Fax: 607-662-4415

ACA Conference Planning & Professional Education
Robin Hayes, Senior Director
rhayes@counseling.org
800-347-6647 x296
6101 Stevenson Avenue, Suite 600
Alexandria, VA 22304
counseling.org
SPONSORSHIP & PROMOTIONAL OPPORTUNITIES

Get more exposure before, during and after the conference, build brand awareness and create new leads. Sponsorships offer an opportunity to impact the counseling profession in a more meaningful and relevant way while raising your company’s profile. Sponsorships at the $2,500 and up level includes your company logo on the ACA Conference website with a link to your website.

Opening Party $20,000

The Opening Party is THE event of the Conference! What an opportunity to show our attendees a great time. Live DJ, plenty of great food and all kinds of fantastic entertainment. Sponsorship includes:

- Full opening party sponsorship Branding: “ACA Opening Night Party brought to you by (Sponsor Name).”
- Designated signage with your logo in a high visibility location
- Branded items for the party (brochures, branded cocktails napkins) at your own cost.

Tote Bags $20,000

This is a premiere marketing opportunity. Make tens of thousands of impressions with your company’s name and logo on every attendee’s tote bag. These high-quality tote bags are used throughout the conference and beyond.

Welcome Reception & Expo Grand Opening $15,000

Your company will kick off the conference by sponsoring this free event FOR ALL ATTENDEES on Thursday, March 31, 2016 from 4:00 pm - 6:00 pm Prominent signage will announce your sponsorship, and tables will be placed near the food stations for your marketing materials.

Lunch in the Expo $15,000

Your company name and logo on signage at each food station reminds attendees that you made it easy for them to have a delicious, complimentary meal and keeps them in the exhibit hall, where you have the opportunity to network (Two available, one on Friday and one on Saturday).

Badge Lanyards $8,500

Every attendee wears a badge. Sponsoring the badge lanyards is exclusive and provides you with high visibility throughout the entire conference.

LIVE Streaming $8,000

This platform will deliver educational session content to the greatest number ACA members who are unable to attend the conference. In addition to onsite traffic in the expo hall, you can reach a whole new market of people who have never attended the conference. Increase booth sales and traffic by placing an ad during the live streaming.

Career Center $7,500

The ACA Career Center is a main attraction in the Expo where attendees and employers meet for career-related guidance, interview process, and networking. Includes signage and logo recognition at the conference as well as the online Career Center.

Charging Station $6,000

Looking for a great way to “connect” your company with conference attendees? Offer attendees an opportunity to charge their mobile devices while on site at the conference compliments of your mobile charging station! Mobile Charging Stations will be placed in a high-traffic area which is sure to draw attention AND appreciation from attendees as your rescue them from the dreaded “Low Battery” signal.

Networking Lounge $2,500 each or $5,000 for both

The Networking Lounge was so popular in 2015 a second lounge has been added to the floor plan for 2016. This is the communication hub for conference attendees. Located in the exhibit hall where they can meeting up with their colleagues and exchange great ideas, and relax in the lounge! There will also be a live Tweet Wall where attendees can stay up-to-date on conference changes and reminders.

Coffee Breaks (2 available) $2,500 each

Your company name and logo will be printed on napkins that will be used for the coffee break you sponsor. Just think of 3,500 conference attendees walking around with your company name in their hands.
Mobile App Sponsorship $5,000

Sponsor the ACA Conference App and your company’s name will appear any and every where the App is advertised. Attendees can download the ACA Conference App for free! By downloading the App they will get instant access to everything they need to know about the ACA Conference & Expo.

With lunch served in the Expo on Friday and Saturday, table space is at a premium. This sponsorship offers you an inexpensive way to get in on the action. "This table sponsored by" your company logo and booth number on a table in the Expo. Sponsor multiple tables!

Conference Pens $3,000

The pens will include your company name/logo and be given to all conference attendees. Your company will be recognized in our conference program, ACA Conference web site, and in Counseling Today Magazine.

Freestanding Graphic Panel $600

- One single-sided 4’ x 8’ graphic panel for your advertisement
- Placement of the panel(s) will be determined by ACA in the pre-function space near high traffic.

Publication Bins $300

The publication bins will be in a centrally-located area that will be advertised to attendees so they know where to go for the latest information. You can display your brochures, flyers, leaflets, magazines and notepads. We will replenish your information as necessary ... space is limited, so reserve your place now.

Customized sponsorship packages designed to meet your organization’s needs are available.

***Notice to ALL Conference Exhibitors***

We kindly ask that you make your hotel reservations at one of the seven contracted hotels. ACA is committed to these contractual obligations in order to bring the guest room rates down from regular pricing. If you stay at a hotel other than one of the ACA conference hotels, we may fall short of our housing obligations and will be responsible for paying lost income to our hotels. This could mean higher fees and fewer benefits for participants. Thank you for your consideration.
2015 list of Exhibitors

Adler University
Alexander Street Press
Alpine Academy
American Dance Therapy Association
AMHCA - American Mental Health Counselors Association
American Psychological Association
Argosy University
ASERVIC – Association for Spiritual, Ethical and Religious Values in Counseling
ASGW - Association for Specialists in Group Work
AHC - Association for Humanistic Counseling
ALGTBIC – Association for Lesbian, Gay, Bisexual and Transgender Issues in Counseling
Association Book Exhibit
Association for Advanced Training in Behavioral Sciences
ACAC - Association for Child & Adolescent Counseling
Association for Counseling and Technology
ACES - Association for Counselor Education & Supervision
ACEG - Association for Counselors and Educators in Government
ACC - Association for Creativity in Counseling
AMCD - Association for Multicultural Counseling and Development
Barry University
Beau Ties
Brain Master Technologies, Inc.
Bright House Networks and Business Solutions
Brighter Vision
Capella University
Casa Palmera
Celtic Art Store
Cengage Learning
Center for Credentialing & Education
Center for Reality Therapy
Center Institute: Build an Awesome Practice
Central Florida Behavioral Hospital
Claire Lynn Designs
Counseling Client
CSJ - Counselors for Social Justice
Date Safe Project
Defense Centers of Excellence for Psychological Health & Traumatic Brain Injury
Destination Hope
EdITS Publishing
Education Management Solutions, Inc.
Enovative Technologies
European Branch of the ACA
Elavon
Feelings Unlimited
Florida Atlantic University
Florida Counsel
Florida Counseling Association
Florida State University - College of Medicine
From Stressed to Best
Grief Recovery Institute, The
Healthcare Providers Service Organization (HPSO)
Heritage School
Holistix by the Sea
Hope Children Center International
IITAP
Indiana University
IAAOC - International Association for Addiction and Offender Counselor
Kasa Practice Solutions
Liberty Mutual Insurance
Licensure Exams
Love Publishing Company
McCallum Place for Eating Disorder Centers
Milestones in Recovery
Mississippi College Doctor of Professional Counseling
Monte Nido & Affiliates Eating Disorder Programs
NAADAC - The Nat’l Association for Addiction Professionals
National Billing Company
NBCC - National Board for Certified Counselors
National Institute of Mental Health
Nova Southeastern University
Ohio University
Oxford University Press
Pace University
PAR, Inc.
Pearson
PESI, Inc.
Rahab’s Rope
Regent University
Research Press Publishers
Richmont Graduate University
Routledge
Routledge Journals
SAGE Publications
Samaritan Institute
Saybrook University
Simple Practice
Southern Adventist University
Springer Publishing Company
St. Mary’s University
StressStop
TeenLife Media, LLC
Telemental Health Institute, Inc.
The Chicago School of Professional Psychology
The Recovery Place
The Refuge - A Healing Place
The TOVA Company
The University of Alabama - College of Continuing Studies
Thera-Link
Therabill LLC
Therapeutics
TherapyCharts
TherapyMate
Thriveworks
Thriving Therapy Practice
Treatment Hub 365
Troy University
University of North Texas Counseling Program
University of Phoenix
University of Texas San Antonio - College of Education and Human Development
USMEPCOM (ASVAB Career Exploration)
Utila
Valley Hope Technology - iAC/ESS Software
Walden University
Wayne State University
WeCounsel Solutions
White Deer Run
Wiley
YouthLight
Zynnyme
EXHIBIT BOOTH(S):

[   ] Inline booth(s) $1,475 through October 31, 2015; $1,575 beginning November 1, 2015

[   ] Corner booth(s) $1,625 through October 31, 2015; $1,750 beginning November 1, 2015

Rates per 10' x 10' booth space.
$600 per booth, non-refundable deposit is due with 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 15, 2016.

Preferred booth choice: 1st________ 2nd________ 3rd________ 4th________ 5th________ 6th________

Organizations from which you desire separation: _______________________________________________________________________

Tote bag insert: [   ] $600 for exhibitors [   ] $750 for non-exhibitors

Publication Bins: [   ] $300

Graphic Panel: [   ] $600

CONFERENCE SPONSORSHIP
Type of sponsorship____________________________________________________________  Amount ________________________
ACA will follow up with complete sponsorship agreement.

ADVERTISING TERMS/ EXPO 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. Please initial ______.

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. Our company adheres to and abides by ACA’s policy on non-discrimination. Please initial ______.

Exhibitor Signature____________________________________________________________ Date __________________________

PAYMENT METHOD
[   ] Check enclosed $_________________ (payable to American Counseling Association)

[   ] Charge amount $_________________ [   ] VISA [   ] MasterCard [   ] American Express [   ] Discover

Card number __________________________ Expiration date __________________________

Cardholder name __________________________________________________________________________

Security Code: (3 or 4 digits on front or back of card) __________________________

Authorized Signature __________________________ Date __________________________

[   ] Send Invoice
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 location 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 $500 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 space is not available, the exhibitor’s deposit will be promptly refunded by ACA. Any part of the display 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.

7. 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 31, 2016. No exhibit may be erected after the exhibit opens or be dismantled before the official closing date and time of 4 p.m. on April 2, 2016. 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. Exhibitors shall be held responsible for all materials delivered to the expo hall and removed from the expo hall by the specified deadline. Exhibitors shall be held responsible for all materials delivered to the expo hall and removed from the expo hall by the specified deadline.

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.

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, 2015 all sums paid by the exhibitor, less the deposit of $500 per booth, will be refunded.

2. Late Cancellation: Cancellation after December 15, 2015 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, 2015.

3. Late Contracts: Exhibit contracts received after January 15, 2016 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 31, 2016 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 exhibitor 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 convention. 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 booths. Aisle space shall not be used for exhibit purposes, directory 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. Booth signs designed 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 31, 2016. No exhibit may be erected after the exhibit opens or be dismantled before the official closing date and time of 4 p.m. on April 2, 2016. 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 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 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).