



2012 Exhibitor Agreement

Complete this form to reserve exhibit space for the SAWC/WHC at the Georgia World Congress Center from April 19-22, 2012. Please note that by submitting this form, you understand that your use of this space is subject to the conditions and terms provided on the back of this agreement, which upon acceptance by HMP Communications will become a binding contract between you, as the exhibitor, and HMP Communications.

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

EXHIBITING COMPANY INFORMATION: (Complete as it should appear in the Exhibit Guide)

Company Name: _____

Company Address _____

City: _____ State: _____ Zip Code: _____

Company Telephone: _____ Company Fax: _____

Company Website: _____

CONTACT INFORMATION: (This information will appear on the interactive floor plan & as our contact info for your company)

Contact Name: _____ Contact Title: _____

Contact Email: _____ Contact Telephone: _____

Customer Service Email : _____ Customer Service Telephone: _____

Signature: (required) _____

EXHIBIT BOOTH:

Booth size	Booth rates if reserved* before October 15, 2011	Booth rates if reserved* after October 15, 2011	Badges allocated per booth**
10' x 10' booth	\$3,800	\$3,850	3
10' x 20' booth	\$7,600	\$7,700	5
20' x 20' island	\$15,200	\$15,400	8
20' x 30' island	\$22,800	\$23,100	10
20' x 40' island	\$30,400	\$30,800	12
30' x 30' island	\$34,200	\$34,650	14
30' x 40' island	\$45,600	\$46,200	15
30' x 50' island	\$57,000	\$57,750	18
40' x 40' island	\$58,400	\$59,200	22
30' x 60' island	\$68,400	\$69,300	25
40' x 50' island	\$73,000	\$74,000	28

Preferred Booth Size _____ x _____

Total Booth Cost: \$ _____

Assigned Booth Number: _____

I understand that there is a column in the booth that I have selected.

*2011 Booth rates will be honored for only those companies who have submitted a signed contract for space along with 50% payment for that space by October 15, 2011.
** Badge orders must be received by March 22, 2012. Be sure to submit your badge order by the deadline to avoid an additional \$25 fee per badge which will be assessed for onsite printing. All badges required beyond the free allotment as shown will cost \$75.00 each if ordered by the March 22 deadline. After the deadline, additional badges will cost \$100.00 each.

PAYMENT INFORMATION:

We understand that the 2011 Booth rates will be honored for only those companies who have submitted a signed contract for space along with 50% payment for that space by October 15, 2011. We agree to pay the total booth cost as rental for the space allotted to us. We understand that a 50% deposit must accompany the application. We understand that without a 50% deposit paid by October 15, 2011, HMP will release our chosen booth space. Final payments on all booths must be made by January 16, 2012. If you are requesting a booth after this date, payment in full must accompany all space applications. Make check payable to HMP Communications or provide credit card information below.

CANCELLATIONS:

Notification of intent to cancel sponsorship must be provided in writing. Cancellations before February 1, 2011, 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. Notice of cancellations must be submitted in writing.

- Only charge the deposit to my credit card at this time and approve automatically charging the balance to this credit card on January 15, 2011.
- Charge the entire amount charged to my credit card at this time.
- Check Enclosed: Mail your application along with a 50% deposit or full payment and check made payable to HMP Communications to SAWC Exhibitor Booth Registration, PO Box 827691, Philadelphia, PA 19182

I have read and agree to the terms and conditions on page 2 of this agreement.

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

Name on credit card (please print): _____

Credit card number: _____ Expiration date: _____

Signature: (required) _____ Date: _____



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/WHC conference being held in Atlanta, Georgia. 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.

General Exhibit Information: All exhibits must be set up by 12:00 noon on Thursday, April 19, 2012, without exception. The exhibits officially close at 2:15 pm on Saturday, April 21, 2012. 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.

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/WHC 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.

Ceiling Height: The ceiling height in the exhibit hall is 30 feet. No hanging sign or 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 those signs cannot exceed 20 feet in height.

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

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 mailed to each exhibitor after confirmation of space assignments. The official decorating company of the SAWC/WHC will also provide instructions within the kit so forms may be processed online.

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.

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.

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.

Care of Space: The exhibitor agrees not to deface, injure, or mar the exhibition hall of the Georgia World Congress 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 the Georgia World Congress 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 materials used by exhibitors must conform to the requirements of the Fire Department of Atlanta, Georgia. X-ray equipment is to be disconnected.

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.

Security: HMP will provide around-the-clock security to control access to the exhibit hall beginning Tuesday, April 17, 2012, at 12:00 noon and continuing during exhibit hall hours only. HMP and the Georgia World Congress 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.

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 law or any public authority, and/or for any cause beyond its control or the control of the Georgia World Congress Center.

Children: Under no circumstances will children 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 are not invited to attend presentations.

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.

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 Georgia World Congress 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 Georgia World Congress 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.

Electrical Power and Utilities: Rates and data on electrical power, telephone connections, etc., will be provided in the Exhibitor Service Manual from the decorator.

Telecommunication Services: Rates and data will be provided in the Exhibitor Service Manual from the decorator.

Cancellation Policy: Cancellations before February 1, 2012, 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. Notice of cancellations must be submitted in writing.