



# INSOF - 2012 (Installations of the Future Trade Show) 19 - 21 MARCH, 2012 Exhibit Space Agreement



## Exhibitor Contact (please type or print clearly)

\* List information as it should appear in Official Program Guide

\* Company: \_\_\_\_\_  
 Contact: \_\_\_\_\_  
 \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
 \* Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 \_\_\_\_\_  
 \* Website: \_\_\_\_\_  
 \* Description of Products/Services to be Displayed: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Name badges are needed for the following individuals who will be staffing our booth

1. \_\_\_\_\_  
 2. \_\_\_\_\_

## Booth Selection

We are reserving \_\_\_\_\_ booth(s). Our preferred locations – (please refer to the floor plan and indicate location/booth number(s) in orders of preference.)

1. \_\_\_\_\_, 2. \_\_\_\_\_, 3. \_\_\_\_\_

Please specify companies you....

Wish to be near: \_\_\_\_\_

Do not wish to be near: \_\_\_\_\_

Name to appear on exhibit space sign and directory: \_\_\_\_\_

## Payment Method

CHECK (Payable to WSFA) – we apologize for the inconvenience but the associations cannot except CC.

Email completed agreement to [ANGSFA@gmail.com](mailto:ANGSFA@gmail.com), and then send original in with the payment to:

**Washington Security Forces Association**  
 Attention: Stephan Coulston  
 PO Box 1777  
 Airway Heights, WA. 99001

A deposit in U.S dollars of one-half of your total booth cost, full payment for promotional packages, and advertising opportunities, must be returned prior to January 1<sup>st</sup>, 2012 to be eligible for the Early Bird Special and to reserve your space. After January 1<sup>st</sup>, 2012 full payment at the Standard rate, promotional package, and advertising opportunity must be returned prior to February 1<sup>st</sup>, 2012 to reserve your space.

## For Internal Office Use Only

**“The Washington Security Forces Association is a non-profit (501 (c) 4) private organization. It is not a part of the Department of Defense or any of its components and it has no government status”**

## Financial Summary

**Early Bird Special Rate** (Rates prior to January 1<sup>st</sup>, 2012)

Premium Booth - 10' x 10' \_\_\_\_\_ x \$800.00 = \_\_\_\_\_

Standard Booth - 10' x 10' **Sold Out** x \$600.00 = \_\_\_\_\_

**Standard Rate** (Rates after January 1<sup>st</sup>, 2012)

Premium Booth - 10' x 10' **Sold Out** x \$1,000.00 = \_\_\_\_\_

Standard Booth 10' x 10' \_\_\_\_\_ x \$800.00 = \_\_\_\_\_

**Promotional Packages** (Call for Availability)

Show/Conference Badges (call for pricing)

Lanyard (sponsor provides item) **\*\*\* SOLD \*\*\*** \$300.00

Event Pens (sponsor provides item) **\*\* SOLD \*\*** \$300.00 + \_\_\_\_\_

**Advertising Opportunities** (Call for Availability)

**Trade Show Guide** (See advertising specs below)

Inside Front Cover (4 Color) **\*\*\* SOLD \*\*\*** \$500.00

Inside Back Cover (4 Color) **\*\*\* SOLD \*\*\*** \$500.00

Full Page (4 Color) \$350.00

Full Page (Black & White) \$200.00

½ Page (Black & White) \$100.00 + \_\_\_\_\_

**Total** = \_\_\_\_\_  
**Deposit** - \_\_\_\_\_  
**Balance Due** = \_\_\_\_\_

Advertising specs for the vendor directory: - Page size 4.25 x 8.5 - Bleed 4.75 x 9 - Full page Ad live area 3.625 x 7.75 - Half page Ad live area 3.625 x 3.875	Please submit art as Press Quality pdf (preferred) or Illustrator or Photoshop 300 dpi jpeg
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## Contract

My signature on behalf of myself and the company I represent constitutes agreement to abide by all of the terms, conditions, and obligations noted on this and in the rules, regulations, and restrictions printed on the reverse side, which are hereby incorporated and made part of this agreement (“Agreement Terms”). I affirm that I have read and understand all of the Agreement Terms.

**Authorized Signature:** \_\_\_\_\_

**Print Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Complete and return with booth space deposit (deposit is considered on half booth cost) and full payment for sponsorship options. A receipt with your reserved booth number(s) will be returned for your records.

Deposit Received: \_\_\_\_\_ Check # \_\_\_\_\_  
 Date: \_\_\_\_\_  
 Balance Received: \_\_\_\_\_ Check # \_\_\_\_\_  
 Date: \_\_\_\_\_  
 Booth(s) Assigned: \_\_\_\_\_

# Exhibitor Rules, Regulations and Information

The Agreement for Exhibit Space represents an official agreement between the Exhibiting Company (Exhibitor) and the Washington Security Forces Association (Exhibit Management).

## Rules & Regulations

These rules, regulations and restrictions govern all exhibitors and exhibits for the INSOFF - 2012 (Installations of the Future) Trade Show (a Security Forces and Civil Engineering event), under the auspices of the Washington Security Forces Association (WSFA), and are part of the agreement of space. Violations of these rules and regulations may result in ejection of exhibitor from the show without refund or compensation for damages or expenses incurred in exhibiting at the show.

**Location of Exhibit:** INSOFF - 2012 Trade Show will be held in the Hyatt Regency Jacksonville Riverfront all measurements and exhibit space layouts shown on the floor plan are as accurate as possible, and approved by the Jacksonville City Fire Department. The WSFA Exhibit Coordinator reserves the right to make such modifications and change exhibit space assignments as may be necessary to adjust the floor plan at any time to meet the needs of the WSFA, Exhibitors, and the Exhibits.

**Exhibit Dates and Times:** Move-In and Exhibitor Registration, Monday March 19<sup>th</sup>, 2012, 8:00 AM – 4:00 PM (Exhibit space must be claimed by 1:00 PM, March 19<sup>th</sup>, 2012); Exhibit, Monday March 19<sup>th</sup>, 2012, 5:00 PM – 8:00 PM during a vendor night ice breaker; Tuesday March 20<sup>th</sup>, 2012, 8:00 AM – 5:00 PM; Wednesday March 21<sup>st</sup>, 2012, 8:00 AM – 5:00 PM; Move-Out, Wednesday March 21<sup>st</sup>, 2012, 5:00 PM to 8:00 and Thursday March 22<sup>nd</sup>, 2012, 8:00 AM – 12:00 PM. Exhibitors agree not to conduct hospitality rooms or off-site training during trade show hours, but are highly encouraged to do so before, night of, and after the trade show, at their own expense.

**Exhibit Content & Restrictions:** The trade show is designed to provide a showcase for goods and services either specifically designed for or customarily used by Security Forces and Civil Engineering, units and personnel. Exhibitor may not, under any circumstances, display or promote any goods or services other than its own goods and services. Exhibit Management reserves the right to refuse rental of display space to any company whose display of goods or service is not, in the opinion of WSFA compatible with the general character and objectives of the Trade Show or Conference.

**Exhibitor's Authorized Representative:** Exhibitor must designate one person as its representative in connection with installation, operations and removal of its exhibit. The designated representative shall be authorized to enter into exhibition service contracts and for which Exhibitor shall be responsible. The designated representative must be responsible for keeping the exhibit neat, staffed and orderly at all times.

**Failure to Occupy Space:** Space not occupied by 1:00 pm Monday afternoon, March 19<sup>th</sup>, 2012, is considered to be forfeited and may be resold, reassigned or used without notice or refund. In such case, the parties agree that the amount is a reasonable estimate of the damages/losses incurred by WSFA, and is not a penalty. Please notify Exhibit Coordinator of your intentions if you need to arrive later than 1:00 pm on Monday March 19<sup>th</sup>, 2012. All booths in trade show area to be staffed at all times during trade show hours. Any booth left unattended for more than two hours during the show may be closed by WSFA Exhibit Management and space given to neighboring exhibitors. There will be no refunds for closed booths. No displays may be dismantled before the official closing of the exhibits at 5:00 pm on Wednesday, March 21<sup>st</sup>, 2012. To do so will be considered failure to occupy and be subject to the terms of "failure to occupy".

**Cancellation/Reduction:** In the event an Exhibitor finds it necessary to cancel participation in this event, refunds will be made as follows: if cancellation is made before February 1<sup>st</sup>, 2012, a full refund minus a \$50.00 processing fee will be issued; February 1<sup>st</sup>, 2012 and after, no refund will be forthcoming. In such case, the parties agree that the amount is a reasonable estimate of the damages/losses incurred by WSFA, and is not a penalty. Reduction in booth size is considered a cancellation. Exhibit Management also reserves the right to relocate any Exhibitors booth that requests a space reduction.

**Use of Space:** Exhibitors shall arrange their exhibits so they do not obstruct other exhibits. Aisles must be kept clear. To this end, exhibits should be so arranged that Exhibitor representatives will be inside the space assigned. Display material or equipment at the sides of the booth should not exceed the height of the sidewalls. All material used for decoration shall be a flame retardant type. Fire exits and safety equipment within the exhibit hall must be left accessible and in view at all times. Display material or equipment of significant size must be approved in writing by Exhibit Management. Exhibitors wishing to hang signs or banners must obtain prior approval. DEMONSTRATIONS MUST BE CONTAINED WITHIN THE BOOTH SPACE. If both visitors/spectators overflow into the aisles or adjacent booths, or otherwise impede normal traffic flow, Exhibit Management has the right to limit, discontinue or move the demonstration area causing the problem. Distribution of samples and printed matter of any kind, or any promotional material, is restricted to the confines of the exhibit booth.

**Subletting Space:** No Exhibitor may assign, sublet or apportion the whole or any part of the space allotted him, nor exhibit therein, nor permit any other person or firm to exhibit therein, any other goods than those manufactured or distributed by the exhibitor in the regular course of his business, without written permission of the Exhibit Management. Only one company may occupy any booth space (no sharing of space).

**Licenses/Permits:** Exhibitor shall be responsible for obtaining any licenses, permits or approvals required under local or state law applicable to their activity at the trade show. Exhibitor shall be responsible for paying all taxes, license fees or other charges that shall become due to any government authority in connection with their activities at the trade show. **EXHIBITOR IS NOT PERMITTED TO MAKE SALES AT ITS BOOTH SPACE UNLESS IT HAS OBTAINED AND DISPLAYS A SALES TAX AUTHORIZATION AS REQUIRED BY LOCAL LAW.**

**Property Loss or Damage:** WSFA shall not be responsible for any loss of, or damage to, any property of Exhibitor or of its booth personnel, representatives, agents, servants, employees, contractors, patrons, guests, licensees or invitees. The exhibitor's property remains under its custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither WSFA nor its service contractors, nor the Exhibit Management of the exhibit hall nor any of the officers, staff members or directors of any of the same are responsible for the loss of or damage to property of Exhibitor or of its booth personnel, representatives, agents, servants, employees, contractors, patrons, guests, licensees or invitees from theft, fire, accident, vandalism or any other cause, and Exhibitor expressly waives and releases any claim or demand against any of them by reason of any damage to or loss of any property. Exhibitor shall be solely responsible for the loss of or damage to any property of Exhibitor's personnel, including but not limited to Exhibitor's booth personnel and representatives, models, demonstrators and actors. Accordingly, it is Exhibitor's responsibility to secure its own insurance or otherwise protect itself and its property and the property of its booth personnel, representatives, agents, servants, employees, contractors, patrons, guests, licensees or invitees against loss or damage.

**Liability and Insurance:** In addition to property insurance described above, Exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of comprehensive Commercial General Liability Insurance and Contractual Liability Insurance insuring and specifically referring to contractual liability in an amount not less than \$1,000,000.00 Combined Single Limit for personal injury and property damage per occurrence. Exhibitor must provide Exhibit Management with a certificate of insurance covering the show location for the period of the show and which names the Washington Security Forces Association as co-insured. WSFA RESERVE THE RIGHT TO PROHIBIT EXHIBITOR FROM SETTING UP OR OPERATING ITS BOOTH WITHOUT HAVING PROVIDED A CERTIFICATE OF INSURANCE.

**Payment, Deposit and Terms:** All payments must be in US Dollars. One-half the total booth cost (Early Bird Special rates apply prior to January 1<sup>st</sup>, 2012 and the Standard rates apply after January 1<sup>st</sup>, 2012) must accompany the Exhibit Space Contract and be returned to reserve the booth space. The remaining balance is due by February 1<sup>st</sup>, 2012. After February 1<sup>st</sup>, 2012, all payments must be paid in full. If the balance is NOT paid by February 1<sup>st</sup>, 2012 a 10% fee will be added to the price of your booth rental. If the total booth fees are not paid by February 15<sup>th</sup>, 2012, Exhibit Management may, at its option, consider the agreement cancelled by exhibitor, and retain the deposit and sponsorship investment. In such case, the parties agree that the amount of the deposit and sponsorship investment is a reasonable estimate of the damages/losses incurred by WSFA, and is not a penalty. If the Conference or Trade Show is cancelled or is not held for any reason whatsoever, then this agreement shall be cancelled and all payments returned. Exhibitor's sole and exclusive remedy shall be to receive a refund of all amounts Exhibitor has actually paid WSFA on account of this contract (Travel and Per Diem are not covered). SPONSORSHIP INVESTMENTS MUST BE PAID IN FULL AND ACCOMPANY EXHIBIT SPACE CONTRACT. Coordinate all sponsorships with Exhibit Management prior to payment. Sponsorship investments will not be refunded upon an Exhibitor's cancellation.

**Booth Assignments:** All exhibit space will be allocated on a first-paid, first-served basis. Priority will be determined on date of receipt of the application for booth space, and the Certificate of Insurance must be received by the WSFA prior to the event. Exhibit Management will endeavor to make booth assignments in keeping with Exhibitor's request set forth on the front of this contract. However, Exhibit Management reserves the right to make the final determination of all spaces assignments. Exhibit Management shall have no liability for its failure or inability to comply with exhibitor's requests, and exhibitor shall have no right to cancel this contract because of the organizers failure to comply with exhibitor's request.

**Booth Description and Prices:** All booths are 10' x 10'. "Early Bird Special", prior to January 15<sup>th</sup>, 2012 the rate for a Standard Booth is \$600.00 (\$6.00 sq. ft.), and a Premium (Corner) Booth is \$800.00 (\$8.00 sq. ft.) (Refer to floor plan for booth selection). After January 1<sup>st</sup>, 2012 the rate for a Standard Booth is \$800.00 (\$8.00 sq. ft.) and a Premium (Corner) Booth is \$1,000.00 (\$10.00 sq. ft.). The booth price in this agreement provides installation, maintenance and removal of standard framing materials. The materials include quality 8' high draped backwall, 3' high draped sidewalls, and a professional company identification sign. The floor of the Exhibit area is covered. Additional carpeting or other floor covering for the exhibit space is the responsibility of the Exhibitor, however, not a necessity.

**Installation and Removal:** All exhibits set-up must be completed by 4:00 PM, March 19<sup>th</sup>, 2012. In the event an exhibitor does not complete set-up by said time, Exhibitor agrees to pay for any charges WSFA incurs from the Hyatt Regency, and the decorator Conference Services International, Inc. (CSI etc.). The exhibit must be dismantled and removed immediately after the conference closes and in all events prior to the established dismantlement cutoff time. Exhibitor will clean Exhibitor's space at completion of exhibit, returning said space to original condition. Anything not removed by the dismantlement cutoff time will be discarded at Exhibitor's cost.

**Fire, Safety and Health:** Exhibitor assumes all responsibility for compliance with local, city, county, and state ordinances and regulations covering fire, safety and health. *Smoking is not permitted in the Hyatt Regency. FIREARMS, AMMUNITION, MUNITIONS, PYROTECHNIC DEVICES, AND CHEMICAL AGENTS:* All ammunition, munitions, pyrotechnic products and chemical agent devices must be inert or dummy replicas and clearly labeled as inert. All devices designed for and/or capable of launching must be rendered non-functional and clearly labeled as non-functional. Notification must be given to Exhibit Management for any of these items on premises at least 30 days prior to the event, along with the reason for the presence of the item. This will be reviewed by WSFA Exhibit Management and must be approved in writing ahead of time. **Please note** – Firearms are restricted to those required for display only that pertain directly to a product. **Rubberized and/or brightly colored training firearms are strongly preferred.** All firearms displayed or taken into the exhibition area, including any item designed for and capable of launching a projectile, must be rendered non-functional either by installing a non-removable trigger lock (or by removing the firing pin and clearly labeling the firearm as inoperable).

**Security:** WSFA shall provide a reasonable level of security service throughout the hours of installation, exhibit hours and dismantling, and shall exercise reasonable care for the protection of the exhibitor's materials and displays. Beyond this, WSFA, nor any officer, director or staff member thereof will be responsible for the safety of the property of the exhibitor from any cause. If desired, exhibitor should obtain, at its own expense, appropriate insurance to cover against said losses.

**Exhibit Decorator and Logistics:** Detailed data, in the form of an Exhibitor Kit, will be mailed to each exhibitor by Conference Services International, Inc in ample time for advance planning. The Exhibitor Kit will contain information regarding shipment, labor, and rental items, exhibit hours, etc. Service order forms for all available services will be included and should be returned promptly. Note: Electrical services are supplied through Hyatt Regency Jacksonville Riverfront, and can be coordinated through the Exhibit Management.

**Noise, Music, Video:** Public address, sound producing and amplifying devices that project sound (e.g. music, singing) beyond the exhibitors' space are prohibited. Use of music, video other such element that may include copyrighted materials must be appropriately licensed by Exhibitor. Exhibitor shall be solely responsible for said usage, and shall indemnify and defend WSFA organizers for any loss or claims filed as a result of use of noise, music or video by Exhibitor at the show.

**Food and Beverage:** All food and beverage is contracted through the Hyatt Regency Jacksonville Riverfront. Exhibitors may not dispense food or beverage from their booth(s) unless it has been coordinated with the Hyatt Regency Jacksonville Riverfront. Exhibitor shall be responsible for organizing and paying for any service with Hyatt Regency.

**Promotional Giveaways and Prizes:** Promotional giveaways are permitted. While drawings for prizes are not prohibited, all of the activities attendant to such drawing must be conducted within the exhibitor's booth. The public address system will not be available to announce winners or to provide delegates information concerning the availability of prizes.

**Foreign/International Exhibiting Companies:** Each exhibiting company bringing equipment from outside the United States is responsible for ensuring that all equipment and display items have the necessary documents to meet the rules and Regulations of Customs, and procedures for admission into the country. The WSFA or their sub-contractors cannot be held responsible for any errors or omissions or be held liable by the Exhibiting Company in the event that the Authorities raise any questions regarding the Entry Forms.

**Labor:** Exhibitor shall observe all contracts in effect between WSFA, service contractors, conference involved.

**Defacing of Building:** Exhibitors are liable for any damage caused by fastening displays or fixtures to the building floors, walls, or to the standard booth equipment, or damage caused in any other manner. Exhibitors may not apply paint, lacquer, adhesive or any other coating to the building walls and floors or to standard booth equipment.

**Rejected Displays:** The exhibitor agrees that his exhibit shall be admitted and shall remain from day to day solely on strict compliance with the rules herein laid down. WSFA reserves the right to reject, eject or prohibit any exhibit in whole or in part, or any exhibitor or his representative, with or without giving cause. If cause is not given, liability shall not exceed the return to the exhibitor of the amount of rental unearned at the time of ejection. If an exhibit or exhibitor is ejected for violation of these rules or for any other stated reason, no return of rental shall be made.

**Indemnification:** Exhibitor agrees to defend, indemnify and hold harmless WSFA from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or asserted against WSFA on account of injury or damage to person or property to the extent that any such damage or injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Exhibitor (or of any of its booth personnel, representatives, agents, servants, employees, contractors, patrons, guests, licensees or invitees, or of any other person entering in or about the Exhibitor's booth space with the express or implied permission of Exhibitor), or when any such injury or damage is the result, proximate or remote, of the violation by Exhibitor (or of any of its booth personnel, representatives, agents, servants, employees, contractors, patrons, guests, licensees or invitees) of any law, ordinance or governmental order of any kind, or when any such injury or damage may in any other way arise from or out of the operation or use of Exhibitor's booth space. Such indemnification by the Exhibitor shall be effective unless such damage or injury results from the gross negligence or willful misconduct of WSFA. Exhibitor covenants and agrees that in case WSFA, shall be made a party to any litigation commenced by or against Exhibitor or relating to this contract or to Exhibitor's booth space or to any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees, then Exhibitor shall and will pay all costs and expenses, including reasonable attorney's fees and court costs, incurred by or imposed upon WSFA by virtue of any litigation.

**Choice of Law and Forum:** This contract shall be governed by the laws of the State of Washington. Any action commenced by Exhibitor arising out of or relating to this Agreement, or arising out of or relating to the trade show, shall be brought solely in the courts of Washington unless WSFA consents to another forum. Exhibitor consents to the jurisdiction of the courts of Washington for the resolution of any action arising out of or relating to this Agreement, or arising out of or relating to the tradeshow.

**Force Majeure and Substitute Facilities:** In the event that the exhibit facility is damaged or destroyed prior to the event, the WSFA may, at its option, obtain a comparable facility, to hold the event. However, WSFA shall not be liable if space is not available due to fire, earthquake, storm, riot, civil insurrection or related force beyond the control of WSFA.

**Integration:** This contract contains the entire agreement between WSFA and Exhibitor. It may not be orally modified. Only an agreement in writing signed by a duly authorized representative of the party against whom enforcement or waiver or modification is sought will be enforceable.

**Other Rules and Regulations:** Any and all matters or questions not specifically covered by the following rules and regulations shall be subject solely to the decision of the WSFA. The WSFA may amend these rules and regulations at any time and all amendments so made shall be binding on exhibitors equally with the foregoing rules and regulations.

**Acceptance of this Contract:** The receipt by WSFA of the registration and the Exhibitor's payment for space constitutes acceptance of a contract by the Exhibitor.

Authorized Signature: \_\_\_\_\_  
Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_