



# 2010 International Conference & Exposition

McCormick Place, Chicago, Illinois

May 16-19, 2010

## APPLICATION & CONTRACT

### Sponsorship or Exhibit Booth Options:

- Each \_\_\_\_\_ Sponsorship\* @ \$ \_\_\_\_\_ \$ \_\_\_\_\_
- OR
- Each 10'x10' Premium/Corner Booth: \$3,500 \$ \_\_\_\_\_
- OR
- Each 10'x10' Standard Booth: \$3,150 \$ \_\_\_\_\_

### Logo Enhancement Opportunities: (see information on next page)

- Premium Upgrade: \$500 \$ \_\_\_\_\_
- Standard Upgrade: \$350 \$ \_\_\_\_\_

### Item/Event Sponsorship:

\_\_\_\_\_ \$ \_\_\_\_\_

### Onsite Presentation/Meeting Options:

- Exhibitor Demo Session Date: May \_\_\_\_, 2010 Time: \_\_\_\_\_ \$3,750 \$ \_\_\_\_\_
- V.I.P. Meeting Room Date: May \_\_\_\_, 2010; Format: \_\_\_\_\_ \$3,750 \$ \_\_\_\_\_

### In-Hand Advertising Option:

- Tote Bag Insert: \$5,000 \$ \_\_\_\_\_

### Final Program Guide Advertising:

- Full-page, 4/C: \$3,200  Full-page, B&W: \$2,000 \$ \_\_\_\_\_
- Half-page, 4/C: \$2,000  Half-page, B&W: \$1,350 \$ \_\_\_\_\_

### Conference Daily Advertising: (1 through all 3 days of conference)

- Full-page, 4/C: \$2,650 x \_\_\_ days = \$ \_\_\_\_\_
- Half-page, 4/C: \$1,500 x \_\_\_ days = \$ \_\_\_\_\_
- 1/4 page, 4/C: \$900 x \_\_\_ days = \$ \_\_\_\_\_

**TOTAL** \$ \_\_\_\_\_

**Booth Location(s):** (make up to 3 selections) \_\_\_\_\_

Contracting Company Name: \_\_\_\_\_

Exhibiting As Name (if different from above): \_\_\_\_\_

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Web Address: \_\_\_\_\_

Contact Person/Title: \_\_\_\_\_ Email Address: \_\_\_\_\_

Special Instructions \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

### Print Name/Title:

By signing this Application & Contract, you agree to the terms stated on both Form A and Form B. This document when signed by the contracting company constitutes a binding and irrevocable legal agreement. The individual signing this document represents and warrants that you are duly authorized to execute this binding contract on behalf of the contracting company. Cancellations must be made in writing and are subject to the terms and fees outlined in the contract terms on Forms A & B. Terms are enforced regardless if sponsor does not attend the conference or the exhibit space is resold. Should the agreement be referred to a collection agency/attorney for any reason, the client and/or representing agency of said client, is responsible to pay a 25% attorney fee plus interest, lost discounts, and costs associated with any and all collection efforts.

### Payment

- Invoice my company at the above address. I understand payment is due upon receipt of invoice, or terms outlined and agreed upon by sales executive.
- If paying by check, FAX signed and completed contract to Network Media Partners, Inc., 410-584-1998. You will receive an invoice and must MAIL check within 10 business days to Network Media Partners, Inc., ASTD 2010 International Conference & Exposition, 11350 McCormick Rd, EP 1, Suite 900, Hunt Valley, MD 21031.

- Credit Card:  VISA  MasterCard  American Express  Discover

Amount to be charged \$ \_\_\_\_\_ Expiration Date \_\_\_\_\_

Special Instructions \_\_\_\_\_

Charge Card # \_\_\_\_\_

Name of Cardholder \_\_\_\_\_

Signature of Cardholder \_\_\_\_\_

**COMPANY ACCEPTANCE:** This document, when signed by the contracting company constitutes a binding, irrevocable, legal agreement. The exhibiting company does hereby apply for the reservation of space at the ASTD 2010 International Conference and Expo in Chicago, IL. ASTD agrees to review your Contract and assign to your company exhibit space, if available, consistent with show eligibility requirements, policies, and at the discretion of ASTD. The exhibiting company agrees that upon acceptance of this Contract by ASTD and Network Media Partners, Inc. with or without appropriate payment of the exhibit fee, this Contract shall become a legally binding contract; enforceable against the exhibiting company in accordance with its terms. The individual signing this document represents and warrants that you are duly authorized to execute this binding contract on behalf of the contracting company. The contracting company agrees to be bound by the Application & Contract, Contract Terms on Forms A & B, the Exhibitor Service Manual and/or any other regulations issued prior to the exposition by ASTD. Cancellations, in whole or in part, must be made in writing, and are subject to cancellation fees outlined in the Contract Terms on Forms A & B. By signing this contract, company agrees they are responsible for full payment. The exhibitor also agrees to comply with all federal, state and local laws, as well as the rules of McCormick Place.

**CANCELLATION OR DOWNSIZING:** Upon providing written notice, an Exhibitor may cancel or downsize from the Exhibit subject to the following conditions and restrictions:

**A.** If a written cancellation or downsize notification is received before **July 6, 2009**, 100% of the commitment will be released. Exhibitor will not be liable for agreement terms.

**B.** If a written cancellation or downsize notification is received at Network Media Partners, Inc. **July 7, 2009 – October 1, 2009**, 50% of the total contract amount will be refunded. Exhibitor liable for all terms and conditions.

**C.** If a written cancellation or downsize notification is received at Network Media Partners, Inc. after **October 1, 2009, no refunds** will be issued. Exhibitor liable for all terms and conditions. In such case, the Exhibitor becomes obligated to make immediate payment of any unpaid portion of the total cost of the assigned exhibit rental charge. Failure to do so will bar the Exhibitor from future ASTD Exhibits until the debt is paid. In the event of cancellation or downsizing, Exposition Management reserves the right to use the cancelled/downsized space, including the sale of space to another Exhibitor without any rebate or allowances to the cancelled/downsized Exhibitor.

**PAYMENT:** Payment is due upon receipt of invoice from Network Media Partners, Inc. or, in the case of credit card payment, upon signature of this agreement. Booth assignment is contingent upon receipt of payment in full. Exposition Management reserves the right to cancel space and to sell the space to another Exhibitor without any rebate or allowances to the former Exhibitor if the full amount of the rental charge has not been received. Please make all checks payable to Network Media Partners, Inc. Send all booth applications, payments, and any sponsor or exhibit related questions to:

## NETWORK MEDIA PARTNERS

Network Media Partners, Inc.  
Executive Plaza One, Suite 900  
11350 McCormick Road  
Hunt Valley, MD 21031

**Territories:** South and West, U.S.A., Canada, Asia, and Australia:

Sean Soth  
ssoth@networkmediapartners.com, 410-584-1986  
Katy Shearman  
kshearman@networkmediapartners.com, 410-584-1974

**Territories:** Northeast and Midwest U.S.A., Europe, Caribbean, Middle East, South/Central America, Africa:

Mark Stout  
mstout@networkmediapartners.com, 410-584-1949

# CONTRACT TERMS – FORM A

## EXHIBIT SPACE

Exhibit Space includes: 8' back drape and 3' side drape, ID sign, 1 Full Conference and 3 EXPO Only registrations per 100 sq. ft., pre- and post-conference attendee mailing lists (after completion of exhibitor survey), and BASIC listing: company address, telephone, website address, 3 Areas of Expertise, 250 character company description for the *Program Guide*, online welcome message, show specials, and 1000 character online company description.

**\*Sponsor deliverables:** Refer to 2010 Exhibit & Sponsor Guide for complete list of elements included with your sponsorship.

## LOGO SUBMISSION

Email logo files to Stacey Mills at [smills@astd.org](mailto:smills@astd.org). Only Adobe Illustrator vector EPS files converted to outlines in black will be accepted. Sponsors must also provide a color EPS and a color GIF or JPEG file for online use. The deadline for all logos for the *Program Guide* is April 6, 2010.

**Logo Enhancement Information:** Premium Upgrade includes: your logo, in black, placed above your company description in the *Program Guide*, and the following online components: color logo with your company listing, press releases, product listings, company brands, an appointment scheduler, and premium listing in online International Conference & Exposition exhibitor list. Standard Upgrade includes: your logo, in black, placed above your company description in the *Program Guide*.

## ADVERTISING & SPONSORSHIPS

This document when signed by the contracting company constitutes a binding and irrevocable legal agreement. The individual signing this document represents and warrants that you are duly authorized to execute this binding contract on behalf of the contracting company. Should the agreement be referred to a collection agency/attorney for any reason, the client and/or representing agency of said client, is responsible to pay a 25% attorney fee plus interest, lost discounts, and costs associated with any and all collection efforts. Acceptance of this agreement does not waive the right of the publisher to reject any agreement for ad space or reject any advertising copy. By selection of ad size and color, and with application signature you hereby agree to these terms as a representative of your company.

## EXPOSITION SPONSORSHIP AND MANAGEMENT

This Exposition sometimes referred to as "EXPO" is produced by and is the property of ASTD, sometimes referred to as "Exposition Management." ASTD provides exposition management and attendance promotion and appoints an official service contractor to provide all show services to exhibitors.

## TERMINATION OF EVENT

If the premises where the Exposition is to be housed are destroyed or damaged, or the Exposition fails to take place as scheduled or is relocated or interrupted and discontinued or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of God, emergency declared by any government agency, or for any other reason, this contract may be terminated by ASTD. In the event of such termination, the Exhibitor waives any and all damages and claims for damages and agrees that the sole liability of ASTD shall be to return to each Exhibitor the Exhibitor's space payment received, less a proportionate share of the exposition cost incurred.

## EXHIBITOR'S REPRESENTATIVE

Each Exhibitor's organization must name one person to be its official representative, with authorization to enter into such service contracts necessary for the installation and removal of exhibits and the provision of services, for which the Exhibitor will be responsible. At least one person must be in the exhibit booth during all hours the Exposition is open.

## ASSIGNMENT OF SPACE

Space assignment will be determined using a priority point system (ASTD's Priority Points System document available upon request) based upon square footage, consecutive years of history of exhibiting in prior ASTD International Conference & Expositions, and timeliness of submitting the Contract and payment. Upon completion of priority point system deadline, allocation of available space will be made on the basis of the applicant's choice preferences. Prior to Exposition Management contracting with an exhibitor, all debts owed to the Society by the potential exhibitor must be paid in full. A Contract will not be accepted and booth space will not be assigned to a company that has an outstanding balance on accounts due to ASTD or Network Media Partners, Inc. (NMP).

## PRIORITY POINTS

Priority points are the property of ASTD and not the property of an exhibiting company; rather they are simply used to determine the order of space selection. Priority Points cannot be transferred, sold, or assigned.

## GENERAL

Exposition Management reserves the right to determine the eligibility of any Exhibitor. Exposition Management reserves sole control over admission policies. These Contract Terms are established for the mutual protection of ASTD, Network Media Partners, Inc., and the Exhibitor. Exposition Management reserves the right to make such changes in the time schedule or in the general plan of the Exposition as may be deemed by the Exposition Management to be in the best interests of exhibitors and the Exposition generally. All matters and questions not covered by these Contract Terms are subject to the decision of the Exposition Management. All terms of the Application & Contract will be enforced by ASTD through Exposition Management.

## SHARING AND SUBLETTING

Exhibitor agrees not to assign or sublet the whole or any portion of the rented space covered by this contract, including clients or partners of an organization. For each additional company subletting or sharing space, a fee of \$3150 will be charged to the exhibiting company per 10'x10' booth.

## OCCUPANCY OF SPACE

All exhibits must be completed and in place by **5:00 p.m., Sunday, May 16, 2010**, for opening on **Monday, May 17, 2010**. Official opening time on Monday, May 17, 2010, will be published in the ASTD Exhibitor Service Manual. Exposition Management reserves the right to set, at the Exhibitor's expense, any booth(s) not set by **5:00 p.m., Sunday, May 16, 2010**. Exposition Management, therefore, reserves the right, should any rented space remain unoccupied at 5:00 p.m., on Sunday, May 16, 2010, or at any time thereafter, to rent or occupy said space. But this clause shall not be construed as affecting the obligation of Exhibitor to pay the full amount of the rental provided for in this contract for space, nor shall it affect the right of ASTD or Network Media Partners, Inc. to retain as liquidated damages the whole or any part of the rental received.

## INSTALLATION, SHOW, AND DISMANTLING

Installation, Show, and Dismantling hours and dates shall be those specified by Exposition Management. Packing of exhibits prior to the close of the show is prohibited. Exhibitors dismantling or packing exhibits prior to official closing time will forfeit Priority Points for the current show. Exhibitor shall be liable for all storage and handling charges for failure to remove exhibits by specified time and date.

## FLOOR PLAN

All dimensions and locations shown on the official floor plan are believed, but not warranted, to be accurate. ASTD and Network Media Partners, Inc. reserves the right to make modifications that may be necessary to meet the needs of the Exhibitors or the EXPO program. ASTD and Network Media Partners, Inc. have the absolute right to allocate and assign space among exhibitors and to relocate exhibitors after initial assignment if circumstances warrant at its sole discretion.

## BADGES

One complimentary Full Conference Registration will be allowed for each 100 square feet of exhibit space rented. This entitles one official exhibiting company representative to attend all educational events. Exhibitors also receive 3 Exhibitor Personnel badges per 100 square feet of exhibit space which allow access to the EXPO only. Full Conference and Exhibitor Personnel badges shall be restricted to full-time employees of exhibiting organizations or other authorized representatives of exhibiting firms approved by Exposition Management who are actually staffing the exhibit booth during published move-in, show open and/or move-out hours. All exhibit personnel shall wear proper badge identification, as provided by Exposition Management, prominently displayed for viewing by Exposition Management or the representatives of the official contractor for security, at all times. **Badges are not transferable and those worn by other than the person to whom issued will be confiscated. Exhibitor badges may be picked-up on-site at the main conference registration desk. Badges are not mailed to exhibitors.**

## SOLICITATION

The aisles and all other spaces in the Exposition and McCormick Place shall be under the control of ASTD and Network Media Partners, Inc. All displays, interviews, conferences, distribution of literature, lectures or any other type of activity shall be conducted inside the space contracted for. Standing in aisles or in front of exhibit booths of other Exhibitors for advertising purposes is strictly prohibited. Exhibitors who sell items for delivery on the show floor may be required to collect and remit city and state sales taxes. Persons connected with non-exhibiting companies are prohibited from any dealing, exhibiting, or soliciting within the Exposition. If an exhibitor solicits in public space and/or to other exhibiting companies, priority points may be forfeited.

## LIABILITY AND INSURANCE

Exhibitor shall at all times protect, indemnify, defend and save and keep ASTD, Network Media Partners, Inc., McCormick Place, and Champion Exposition Services totally harmless from any and all loss, cost, damage, liability, expense, negligence or willful act or out of or by reason of any accident or other occurrence to anything or anyone, including the Exhibitor, its agents, employees and business invitees, which arises from or out of or by reason of said Exhibitor's installation, removal, maintenance, occupancy and use of the exhibit booth and presence on the exhibition premises or a part thereof. ASTD and Network Media Partners, Inc. will exercise reasonable care for the protection of Exhibitor's materials and displays. However, the Exhibitor, on signing this contract, expressly releases ASTD, Network Media Partners, Inc., McCormick Place, and Champion Exposition Services from, and agrees to indemnify same against, any and all claims for such loss, damage or injury. Exhibitors desiring to carry insurance on their exhibits will place it at their own expense and must list ASTD and McCormick Place as additional insured. ASTD shall provide security service at Exposition entrance on a 24-hour basis for the duration of the Exposition. If an Exhibitor uses a contractor other than Champion Exposition Services to build out or decorate its exhibit area, such Exhibitor shall provide proof of insurance of the contractor, which shall name ASTD, Network Media Partners, Inc., Champion Exposition Services, and the McCormick Place as additional insured, prior to show set-up. Exhibitor must submit an executed release of liability from its third party representative in charge of providing installation and dismantling services prior to set-up.

## SHIPPING

It is recommended that all property be shipped through the official ASTD shipping contractor by each Exhibitor. McCormick Place does not accept direct shipments, so all materials must be sent through Champion Exposition Services.

## EXHIBIT LABOR

Union laborers are responsible for: floor layout, carpet, drapes, rental furniture, decorating rental items, masking, aisle signs, hanging special signs, unloading and reloading freight, delivery of material to the exhibit booth, installation and dismantling of booths and rigging. Exhibitors with booths 300 square feet or less who wish to install and dismantle their own booths may do so if they: use company personnel, do not attempt to bring in "pick-up labor," and comply with local and state fire, safety and insurance regulations and rules set by Exposition Management. They may also work alongside labor by assisting with the installation and dismantling of a booth 300 square feet or less. However, carpenters or decorators must perform work involving the use of power tools or ladders. If full-time company personnel are utilized to set an exhibit, they should carry positive company identification such as a business card, medical identification card or payroll stub. Exhibitors may "hand carry" material. **"Hand carried" materials are defined as small cartons or portable lap-top computers that usually weigh less than 30 lbs., and can be hand carried or rolled in with a 2-wheel luggage dolly without the assistance of another person.** Exhibitors may transport materials they can carry in one trip to their booths. Champion Exposition Services will maintain control and access to the loading docks to ensure a safe and orderly move-in/move-out. Local union personnel will unload trucks or other vehicles utilizing the loading docks. No privately owned vehicles (POV) will be allowed on or in the dock area except for loading and unloading of exhibits and must receive a dock entry authorization form from security. Loading and unloading through the Lobby glass doors is prohibited. Unions claim jurisdiction under all other circumstances. Exhibitor's shall abide by any and all agreements made by and between and among ASTD, Network Media Partners, Inc., McCormick Place, and any union and/or other labor groups having jurisdiction at the Exposition.

# CONTRACT TERMS – FORM B

## STANDARD ARBITRATION CLAUSE

Any controversy or claim arising out of or relating to this Contract, or the breach thereof, shall be settled by arbitration in accordance with the Rules of the American Arbitration Association, and judgment upon the award rendered by the Arbitrator(s) may be entered in any Court having jurisdiction thereof. Arbitration will be held in Maryland. This contract shall be deemed entered into in Maryland, and shall be interpreted according to the laws of the state of Maryland according to the laws of the state of Maryland.

## FIREPROOFING

No smoking is allowed in any ASTD conference and exposition area or within McCormick Place. **No storage of any kind is allowed behind booths or near electrical service.** McCormick Place does not provide storage for crates or freight of any kind. All packing containers, wrapping materials, carrying cases, etc., must be stored off the exhibit floor. Exhibitors must make arrangements with Champion Exposition Services for storage of crates and other packing materials on-site. Materials for handouts must be stored neatly within the booth and not be more than one day supply. All exit doors, exit signs, fire hose cabinets, fire extinguishers, standpipes or any other fire safety equipment must be visible and accessible at all times. All materials used in exhibit construction, decoration or as a temporary cover must be certified as flame retardant or a sample must be available for testing. Materials that cannot be treated to meet the requirements may not be used. Hay and straw used for decoration shall be flame retardant or covered with flame retardant tarpaulin; otherwise it must be stored and maintained in a manner approved by the Fire Marshal. Artificial lighting such as candles, lanterns or tea lights is strictly prohibited. Sawdust and shavings shall be maintained flameproof at all times. Open flames and burning or smoke-emitting materials, shall be used as part of an act, display or show only under permit from and with prior approval of McCormick Place Event Services Department. Combustible shipping containers shall be stored in an area, and in a manner approved by the Chicago Fire Department and McCormick Place. McCormick Place inspects all exhibits to ensure compliance.

## CHARACTER OF EXHIBITS

Exposition Management reserves the right to judge the appropriateness of any exhibit and to decline to permit an Exhibitor to conduct or maintain an exhibit if, in the judgment of the Exposition Management, said Exhibitor or exhibit or proposed exhibit shall, in any respect, be deemed unsuitable. This reservation relates to persons, conduct, article of merchandise, printed matter, souvenirs, catalogs, and any and all other things, without limitation, which might negatively affect the character of the Exposition. In the event that Exposition Management shall determine that the conduct of any Exhibitor or its employees, agents or servants is not in keeping with the character of the Exposition, Exposition Management may, at any time, without notice, terminate the contract for space entered into with said Exhibitor and, with or without process of law, remove Exhibitor, its employees, agents, servants, and all of the property of the Exhibitor from the space contracted for and from the Exposition. No Exhibitor shall have any right or claim against ASTD, Network Media Partners, Inc., or Exposition Management on account of any action so taken. The termination of the Exposition Management as to the suitability of any Exhibitor, exhibit or proposed exhibit as to whether any exhibit or the conduct of any person is in keeping with the character of the Exposition shall, in each instance, be final. Side show tactics, scantily clad individuals or other undignified promotional methods will not be permitted. The use of live models, performers and similar persons within the exhibit areas for product/service demonstrations, explanations, etc., must be approved in advance by Exposition Management. Exhibits should be conducted in a manner not to be objectionable or offensive to neighboring booths.

## TYPES OF EXHIBITS

Exposition Management retains sole discretion and authority in the placement, arrangement and appearance of all displays. A "good neighbor policy" will be in effect at all times in the exposition. All exhibits must conform to these regulations. Exhibits not in compliance must be brought into compliance prior to the end of exhibit set up. ASTD and Network Media Partners reserves the right to set, at Exhibitor's expense, any booth(s) not in compliance or not set at the end of exhibit set-up, **5:00 p.m., Sunday, May 16, 2010**. Consult your floor plan for size of exhibit space. All dimensions indicated are outside measurements. Build your display to fit inside this area. 8' high back drape and 3' high side drape will be in show colors determined by Exposition Management. Exhibitors may not remove show drape, but can have additional drape placed in

front of the ASTD drape, at the Exhibitor's expense. Where an Exhibitor's display is built beyond the limitations and restrictions as set forth in these rules, Exposition Management reserves the right to correct such display violations by having Exhibitor alter, remove or rearrange any or all of the display so that it will comply with regulations. If the Exhibitor is not available to make such corrections, Exposition Management has the authority to make any and all necessary corrections at the Exhibitor's expense. In cases where the reverse side of an Exhibitor's back wall, sidewall, riser, display, or table(s) is exposed to view, such portion of this display must be suitably finished with fireproof material so that no part of the display construction, electrical wiring or the like, can be seen from the aisles or adjoining booths belonging to other exhibitors. **Exhibitors are required to drape the exposed ends and sides of their displays, especially in the case of end spaces. If aisle caps are not ordered in advance by the Exhibitor, Champion Exposition Services, at Exposition Management request, will perform this service and charges will appear on the exhibitor's invoice.**

## Floor Covering

Booth carpet or floor covering is required for all exhibits and must be ordered or provided by the Exhibitor, at the Exhibitor's expense. If a floor covering is not in place by 5:00 p.m. Sunday, May 16, Champion Exposition Services, at Exposition Management request, will perform this service and charges will appear on the exhibitor's invoice.

## The following types of exhibits have been approved by ASTD.



### LINEAR BOOTH

Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called "in-line" booths.

### Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is generally specified.

### Use of Space

Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc. display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.

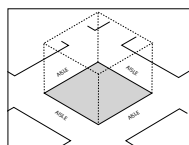


### PERIMETER BOOTH

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

### Dimensions and Use of Space

All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height is 12ft (3.66m).



### ISLAND BOOTH

An Island Booth is any size booth exposed to aisles on all four sides.

### Dimensions

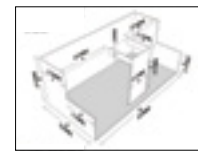
An Island Booth is typically 20' x 20' or larger, although it may be configured differently.

### Use of Space

The entire cubic content of the space may be used up to the maximum allowable height, which is twenty feet (20'), including signage.

Booth fixtures and display items may be placed anywhere inside the booth perimeter. Overhead signs, display structures, trusses, projectors, projection screens, videowalls and/or other equipment suspended above any island booth must be professionally and safely rigged in accordance with any and all local union jurisdiction and life safety policies in effect at McCormick Place and must be arranged through Champion Exposition Services. Any overhead sign, projection screen or similar display material and/or equipment hung from the ceiling of the building may not exceed 20 ft. Any structure deemed to be unsafe and/or inappropriate by either Exposition Management or McCormick Place authorities must be altered and/or taken down at the Exhibitor's expense.

Drawings of island booths must be available for inspection by Exposition Management, the installation and dismantling contractor, and the exhibitor during the time the exhibit is being erected, exhibited, and dismantled at the show site that include a signature or stamp of a reviewing structural engineer indicating that the structure design is properly engineered for its proposed use, and a signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth on the drawings. Unsafe exhibit construction, or any exhibits which encroach upon the aisles or other exhibit areas, are not permitted.



### EXTENDED HEADER BOOTH 20ft (6.10m) or Longer

An Extended Header Booth is a Linear Booth 20ft (6.10m) or longer with a center extended header.

### Dimensions and Use of Space

All guidelines for Linear Booths apply to Extended Header Booths, except that the center extended header has a maximum height of 8ft (2.44m), a maximum width of 20 percent of the length of the booth, and a maximum depth of 9ft (2.7m) from the back wall.

*The above illustrations depict almost any situation. If your exhibit plans are not defined by these examples, contact ASTD for clarification.*

## OTHER IMPORTANT CONSIDERATIONS

### Hanging Signs & Graphics

Hanging signs and graphics are permitted in all standard Island Booths, to a maximum height of sixteen feet (16'). Whether suspended from above or supported from below, they should comply with all ordinary use-of-space requirements (for example, the highest point of any sign should not exceed the maximum allowable height for the booth type). Hanging Signs & Graphics should be set back ten feet (10') from adjacent booths. Approval for the use of Hanging Signs & Graphics should be received from the exhibition organizer at least 60 days prior to installation. Drawings should be available for inspection.

### Towers

A Tower is a freestanding exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit configuration being used. Towers in excess of eight feet (8') should have drawings available for inspection. Fire and safety regulations in many facilities strictly govern the use of towers. A building permit may be required.

### Lighting

Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:

- No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit drawings to exhibition management for approval.
- Lighting should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or show aisles.
- Lighting which is potentially harmful, such as lasers or ultraviolet lighting, should comply with facility rules and be approved in writing by exhibition management.
- Lighting that spins, rotates, pulsates and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.

# CONTRACT TERMS – FORM B

## DISABILITY PROVISIONS

Exhibitor shall have sole responsibility for ensuring that its exhibit is in full compliance with the Americans with Disabilities Act (ADA) and any regulations under that Act. Exhibitor will ensure the accessibility of its exhibit space, and agrees to hold harmless and indemnify ASTD against any claims, damages, loss or exposure, including reasonable attorney's fee and costs, arising out of or related to any alleged ADA violations.

## PROJECTION OF PICTURES

Booth space must be able to contain within its outside measurements a reasonably sized audience if projected pictures (motion pictures, video, slides, transparencies, opaque materials, etc.) and demonstrations are shown in the Exposition. Any activity that results in obstruction of aisles or prevents ready access to nearby Exhibitors' booths shall be suspended for any periods specified by Exposition Management.

## SPACE, POSTING, AND PUBLICITY RESTRICTIONS

Exhibitors are prohibited from using any part of the ASTD International Conference & Exposition conference theme. Exhibits must be confined to the exact space allocated. Circulars, publications, advertising matter, and all kinds of promotional giveaways may be distributed only within booth spaces. Nothing shall be posted on, or tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the building or furniture, exposition, or McCormick Place. Signs, rails, etc., will not be permitted to intrude into or over aisles. Access to public utilities, fire hose cabinets, heating and air conditioning vents, lighting fixtures, skylights, and fire sprinkler system shall not be obstructed at any time.

## SOUND RESTRICTIONS

In general, exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Rule of thumb: Sound and noise should not exceed 85 decibels.

## COPYRIGHT

Exhibitor represents and warrants that it shall comply with all copyright restrictions applicable to exhibitors, including but not limited to, any music performance agreement between ASTD and ASCAP or BMI for meetings, conventions, trade shows and expositions. Exhibitor further represents and warrants that it shall obtain any additional license or grant of authority required of exhibitors under the copyright laws and be prepared to present Exposition Management with a copy of such license or grant no less than 30 days prior to the start of the Exposition. Exhibitor agrees to indemnify ASTD, Network Media Partners, and McCormick Place if the Exhibitor fails to obtain the required license(s).

## PHOTOGRAPHY/VIDEOTAPING

Still photography and videotaping are not permitted in the Exposition or sessions during the conference. The ASTD Official Photographer may be employed for individual booth photography

## MISCELLANEOUS REGULATIONS

- a.** The Exhibitor shall not foster or conduct outside activities which would take qualified attendees from Conference official functions and/or Exposition during scheduled hours. Use of meeting facilities by exhibitors or organizations for sales or business meetings during ASTD Conference and Exposition dates must be approved in advance by Exposition Management. Hospitality suites shall not be open during Exposition hours or daytime Conference hours.
- b.** All live animals are prohibited, with the exception of guide and service animals.
- c.** Large helium filled balloons, such as advertising balloons, may be used only if they are securely anchored to the exhibit. Helium balloons may not be distributed within the facility, but may be displayed as permanent fixture as long as it does not exceed height limitations. Helium gas cylinders used for refilling must be secured in an upright position on safety stands with the regulators and gauges protected from damage. Storage of helium compressed air cylinders is prohibited in the building. Mylar balloons are prohibited in McCormick Place.
- d.** Food products or beverages to be distributed in any Exhibitor's booth must be ordered from the in-house catering company at McCormick Place. Serving or distribution of alcoholic beverages by exhibitors or their representatives within the Exposition is forbidden.
- e.** Children under the age of 18 are not permitted in the Exposition at any time.

**f.** Parking is prohibited on the loading docks of McCormick Place.

**g.** Vehicles may not be displayed without prior written approval from ASTD and McCormick Place. Fuel tanks can contain no more than ¼ tank of fuel. Fuel tank must be equipped with a locking or taped gas cap. Batteries must be disconnected once the vehicle is positioned. Auxiliary batteries not connected to the engine starting system may be left connected. A drip pan must be placed under vehicle drive train. Refueling or removal of fuel from vehicles on the premises is prohibited. Vehicles may not be started up or moved during show hours. A floor plan must be provided indicating where vehicle will be located. The show Security Company keeps keys for the vehicle(s). External chargers or batteries are recommended for demonstration purposes. Battery charging in only permitted outside the building. Combustible materials must not be stored beneath display vehicles. Vehicles in the building for loading and unloading must be attended at all times. Arrangements must be made at least 60 days prior to the event with McCormick Place Event Coordinator. Except for equipment that uses liquefied petroleum gas (LPG) or natural gas as fuel, compressed gas cylinders, including LPG, and all flammable or combustible liquids are prohibited inside the building. Any other exceptions require a permit from the McCormick Place Event Services Department and the Chicago Fire Marshal.

**h.** Overnight storage of LPG, natural gas as fuel, or compressed gas cylinders is prohibited in the building and must be stored outside next to the outer walls. Areas enclosed by solid walls and ceilings must be provided with approved smoke detectors, which are audible outside the area of the booth, and must display a charged fire extinguisher with a minimum rating of 3A40BC. This includes storage closets built into the exhibit. There must be at least two means of egress from any solid wall structure in excess of 200 square feet. Four copies of the floor plan must be submitted to McCormick Place at least 45 days prior to installation. The plans must be certified and sealed by a licensed structural engineer or licensed architect. Plans will be reviewed by McCormick Place and the Chicago Fire Department Fire Prevention Division for approval. A fire watch attendant who has been trained to operate fire extinguishers must be on duty at all times that the exhibit hall is closed, from the time the enclosure is completed until the time the enclosure is dismantled. Exhibitors who plan to demonstrate fuel-burning appliances in McCormick Place must make arrangements with the Event Coordinator 60 days prior to the event.

**i.** Lasers and x-ray equipment may only be used after receiving a Certificate of Licensure of Registration from the Chicago Environmental Health Administration. In order to minimize unnecessary exposure and potential HAZMAT conditions, use of this equipment is only permissible in controlled environments.

## EXHIBITORS CHOOSING TO SPONSOR DEMONSTRATION ROOMS AND EXPERIENTIAL SESSIONS:

By signature of application and contract, you agree to abide by the policies of the McCormick Place. Failure to present or use room during allotted time will not result in refund of room fee. No cancellations.

Demo room includes:

Theatre-room style seating, one (1) skirted head table, one (1) skirted 6ft table for handouts, LCD projector, screen, one (1) wired lavalier mic, and listing in the ASTD *Program Guide*.

Experiential set-up includes:

20'x30' carpeted area in EXPO, one (1) wired handheld mic, one (1) flip chart, and 20 chairs in circle around the perimeter. Send 50 word session description and list 3 learning objectives to [smills@astd.org](mailto:smills@astd.org) or fax to 703-683-8181.

## Deadline to be listed in *Program Guide*:

**February 4, 2010. After deadline, companies who reserve a demonstration room will be listed in the *Program Guide Addendum*.**

## EXHIBITORS CHOOSING TO SPONSOR VIP ROOMS:

By signature of application and contract, you agree to abide by the policies of McCormick Place. Failure to present or use room during allotted time will not result in refund of room fee. No cancellations. VIP room includes: 8' partitioned wall unit with a locking door, 20'x20' carpeted space, one (1) electrical outlet, one (1) 4ft skirted table, 22"x28" sign with logo outside the VIP room. The room can be set with your choice of the following: Conference seating for 12 with a flipchart, theater seating for 35 with an LCD projector and screen, OR lounge seating with 2 couches, 2 guest chairs, one (1) coffee table, and one (1) end table

**Logos for signage due to [smills@astd.org](mailto:smills@astd.org) by April 6, 2010.**

## EXHIBITORS CHOOSING TO ADVERTISE IN THE *PROGRAM GUIDE* OR CONFERENCE DAILY

Advertising specifications will be available in the ASTD Exhibitor Service Manual in January 2010. Advertisers are responsible for submitting ad copy at appropriate sizes and using the file requirements specified for the *Program Guide* and *Conference Daily*.

Please supply only High Resolution PDF, EPS, or TIF files. Ads cannot be submitted in any other formats. Send all ads with a proof. For further mechanical requirements contact Meredith Targarona at 410-584-1900 or [mtargarona@networkmediapartners.com](mailto:mtargarona@networkmediapartners.com)

*Program Guide* ad materials are due no later than March 19, 2010. *Conference Daily* ad materials are due no later than April 23, 2010.

## TOTE BAG INSERTS

Printed inserts must be 8.5" x11" or smaller. Other acceptable items include CDs, company buttons, postcard, or printed giveaway.

- 8,800 pieces required.
- An electronic or hard copy proof is due to ASTD by March 30, 2010; inserts are due to mail house by April 13, 2010.

Failure to supply advertising materials by deadline will result in forfeiture of ad space without refund. Prepayment required. Payment is due upon receipt of invoice.

## DETAILS REGARDING PRE- AND POST-CONFERENCE ATTENDEE MAIL LISTS

All ASTD Conference sponsors and exhibitors are eligible to use the pre- and post-conference attendee mail list for a 1x use. The pre-conference list is made available by mid-April. The post-conference list is made available within a month following the conference, and only exhibitors who have completed the post-show survey will have access. The list is brokered by Direct Media, Inc. (Contact: Manisha Bhavsar, 203-532-2431, [manisha.bhavsar@dminfo.com](mailto:manisha.bhavsar@dminfo.com)). The lists include: Attendee name, title (if provided), company, and address. No phone/fax/email is provided.

Only attendee registrants are included on the list. Pre-conference list typically contains about 2,500 names and the post-show list about 6,000 names. Expected attendance for 2010 is 8,000.

The process involved:

- 1)** Contact Direct Media, and provide your interest in using the ASTD International Conference pre-conference mail list or post-conference mail list.
- 2)** Direct Media will provide a list rental agreement which must be signed in order to use the specific mail list.
- 3)** Once your rental agreement is received by Direct Media, authorization to use the list will be given.
- 4)** Direct Media will submit the pre- or post-conference mail list to a 3rd party mail house or agent to proceed with your mailing process.