

Southwest Drycleaners Association



Exhibition Terms of Service Agreement

Exhibit Floor Plan – All measurements shown on the floorplan are believed to be accurate, but management reserves the right to make such modifications as may be necessary to meet the needs of exhibitors and the exhibit programs, within legal limits.

Payment – Cleaners Showcase booth payments can be made by credit card or check. Payments made by credit card are due immediately upon reservation. Payments made by check are due within 30 days of reservation. Booth assignments are not finalized until payment is received. Exceptions may be made for government entities prevented by policy from paying in advance for services affected by budget year constraints.

Restrictions to Operation of Exhibits – Management reserves the right to restrict exhibits that, because of noise, safety, conduct of exhibitors, method of operation, materials, or any other reason, become objectionable and also to prohibit or to evict any exhibit which in the opinion of the management may detract from the general character of the exhibition as a whole. This reservation includes persons, things, conduct, printed matter, or anything of a character that the management determines is objectionable to the exhibition. In the event of such restriction or eviction SDA and Cleaners Showcase management are not liable for any refunds of rentals or other exhibit expense.

Liability – A) The exhibitor must surrender space occupied by him in the same condition as it was at the commencement of occupation. The exhibitor shall assume all responsibility for damage to the exhibit hall by reason of his exhibit and shall indemnify and hold harmless the exhibit facility, SDA, and their representatives for all liability which might ensue from any cause whatsoever arising out of the exhibitor's participation in the exhibits or in conference activities. The exhibit facility, SDA, and their representatives will not be liable for injuries to any person or for damage to property owned or controlled by the exhibitor, which claims for damage or injuries may be incident to, arise from, or be in any way connected with the exhibitor's occupation of display space, and the exhibitor, on signing the contract, expressly releases and indemnifies the aforementioned from any and all claims for such loss, damage or injury. B) Consequential Damages - SDA shall not in any event be liable to exhibitor for any consequential damages.

Insurance – As a standard requirement of all of our show exhibitors, it is necessary for you to provide proof of general liability coverage from an insurance company in good standing with minimum policy limits of \$1,000,000 per occurrence and \$2,000,000 in all. If you do not have this coverage in place, visit the Exhibitor Insurance page of the 2018 Cleaners Showcase Exhibitor Kit. Exhibitor shall provide a certificate of insurance to SDA if requested.

Cancellation – For cancellations of exhibit space reservations received more than 60 days in advance of the start of the Cleaners Showcase, a cancellation fee of \$200 per booth will be deducted from the booth fee refund. For cancellations received 60 days or less in advance of the Cleaners Showcase, there will be no refund of booth fees. Cancellation of booth reservations must be made by email to the SDA exhibits manager via email exhibits@sda-dryclean.com or by phone at 512-873-8195. Cancellation provisions apply to all or part of exhibit space reserved.

Booth Amenities – Each 10' x 10' booth space comes with a 10' back drape, 3' side drapes, and a standard identification sign.

Service Information – All services customarily required by exhibitors will be available and must be obtained through the official service contractors. No other contractors will be permitted without prior approval. Complete shipping instructions and information regarding furniture and carpet rental, electrical work, plumbing, labor for erecting and dismantling exhibits, drayage, etc., will be forwarded to exhibitors in advance. A service desk will be maintained in the exhibit area.

Exhibitor Admission – Each exhibiting firm will be entitled to register four (4) representatives without charge for each 10' x 10' booth space rented. Exhibitors may purchase additional badges at \$35 per representative. SDA reserves the right to reject booth applications of companies whose products and/or policies do not complement SDA's mission.

Rules and Regulations – Exhibitor recognizes and agrees that SDA retains full power and authority to interpret and enforce all Rules and Regulations for the Cleaners Showcase exhibition, including the authority to amend or adopt new Rules and Regulations that SDA deems necessary and proper for the exhibition. Failure to comply with these or any other regulations or amendments shall constitute sufficient cause for SDA to require the immediate removal of the exhibit or offending exhibitor. This may result in forfeiture of all fees paid and the opportunity to exhibit at future conferences or exhibitions sponsored by SDA. SDA may lease any space so forfeited to another exhibitor.

A. General Regulations

1. Exhibit management will provide necessary security personnel during the hours the exhibit area is closed. However, the exhibitor is solely responsible for his own exhibit material and should insure his exhibit against loss or damage.
2. Exhibit booths must be staffed during exhibit hours by persons who are well prepared to explain, courteously and effectively, all products and services on display. Each exhibitor must wear an official exhibitor's identification badge.
3. Management reserves the full right to make modifications to the exhibit hours, floorplan and booth locations as may be necessary to meet program needs.
4. The exhibitor agrees not to dismantle or pack his/her display before the close of the exhibition. SDA reserves the right to assess the exhibiting company a \$300 fee for any booths dismantled, packed, or abandoned before the official teardown time.
5. It is understood that no rooms, suites, or other space in conference hotels will be used for exhibit purposes, workshops, or other exhibitor sales related use without SDA's permission. Social affairs of all kinds must be scheduled to not conflict with program events.
6. The exhibitor agrees to abide by all state & local tax regulations. Each exhibitor is responsible for collecting and

submitting payment of their own sales tax to the appropriate legal authority.

B. Construction and Arrangement of Exhibits

1. Exhibits must not project beyond the space allocated or obstruct the view of the exhibits of others. Reasonable effort must be made to provide space within the confines of the booth for interviews, demonstrations, distribution of materials, etc., so that visitors do not obstruct the aisles.
2. In straight-line exhibits, no solid construction will be permitted to exceed 44 inches in height except in the back half of the booth, where it shall not exceed 10 feet. For example in a 10' x 10' booth, solid construction above 44 inches must begin at least 5 feet back from the aisle line. In island spaces or peninsula spaces—20' x 20', 20' x 30', or larger—narrow overhead panels of open “bridge-type” construction will be permitted to a maximum height of 10 feet along the center line of the space or along the aisles to facilitate the construction of open-type exhibits. No equipment or partitions, except slender supporting posts, may extend above the 44-inch height within 5 feet of the aisle without prior permission.
3. 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.
4. Electrical wiring must conform to the National Electrical Code safety rules. Exhibitors must comply with all city fire regulations.
5. Exhibitors, or their agents, shall not injure or deface the walls or floors of the buildings, booths, or the equipment of the booths. When such damage appears, the exhibitor is liable to the owner of the property so damaged.
6. Helium balloons are not allowed.

C. Limitations on the Use of Space

1. No exhibitor shall assign, sublet or share the space allotted without the knowledge and written consent of management. Exhibitors must show only goods manufactured or dealt in by them in the regular course of business. All exhibits, interviews, demonstrations, and distribution of materials shall be confined exclusively to the assigned booth and must be relevant to the exhibitor’s products and shall not be made primarily to attract or amuse. Sufficient space must be provided within the exhibit booth to contain persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisle or aisles near his booth free of congestion resulting from his demonstrations or other promotion.
2. No signs or posters may be put up elsewhere in the convention center advertising an exhibitor’s presence in the exhibit hall, workshops, or products.
3. Musical instruments, radios, sound motion picture equipment, record players, or any noise-making machines shall be operated only at a noise level that will not interfere with other exhibitors or add unduly to general acoustic inconvenience.
4. No animals are allowed in the Exhibit Hall unless show management grants prior approval.
5. Food and beverage sampling at an exhibit booth must comply with convention center policy dealing with such activities. Alcoholic beverages not provided by the convention center are strictly prohibited.