

46th Annual Rental Housing Education Conference & EXPO

San Diego Convention Center, Friday April 30, 2021 ~ 10:00 am
to 4:00 pm Hall A

THIS is your opportunity to showcase your company's products and services to thousands of rental housing industry professionals. You will reach the decision makers who purchase MILLIONS of dollars worth of goods and services each year in San Diego County. Nearly half of our County's 3 million residents live in rental housing – the opportunities for sales have never been better!

Exhibitors

Companies or individuals wishing to exhibit in the Trade Show portion of the event must submit a completed contract with a deposit of 50% of the booth price at the date of purchase. **Booths will not be held without a deposit.**

Floor plan

In the event of a change of venue, or last-minute booth sales, the Association retains the right to change the published floor plan and/or booth assignments. Prior notice will be given when possible.

2021 Booth confirmation

Booth floorplan will be sent out upon confirmation of hall assignment. Exhibitors with a signed contract and 50% deposit will be notified via email when the floorplan is released for booth selection. Once booth selection is received the Association will confirm via email booth placement.

2021 Booth placement

Exhibitors transferring their 2020 exhibit space fee to the 2021 show will be able to select their booth space before new exhibit registrations. Booth Selection for 2020 to 2021 booth transfers must be selected no later than July 26, 2020. Exclusions apply. Visit the 2020 cancellation page of the Socalrha.org website for more information. All booth placement will be on a first come first served basis (payment confirmed) and assigned when the floor plan is available.

Payment

Requires a signed contract and a **50% deposit** to reserve your booth(s). Final booth payment is due on January 30, 2021. New applications submitted after January 30, 2021 must be accompanied by payment in full.

Cancellation policy

Written cancellations received by December 1, 2020: Exhibitors will forfeit the 50% deposit. Written cancellations received between December 1, 2020 and January 30, 2021: Exhibitors will forfeit the deposit plus a \$100 administration and marketing fee. No cancellations/refunds from January 30, 2021.

Pricing*			
<input type="checkbox"/> Booth size	Tier #1 6/1/2020 thru 9/30/2020 Member/Non-Member	Tier #2 10/1/2020 thru 12/31/2020 Member/Non-Member	Tier #3 1/1/21 thru 4/1/2021 Member/Non-Member
<input type="checkbox"/> 10' x 10' Regular Booth	\$1250/\$1360	\$1360/\$1445	\$1445/\$1555
<input type="checkbox"/> 10' x 10' Corner Booth	\$1424/\$1563	\$1563/\$1632	\$1632/\$1680
<input type="checkbox"/> 10' x 20' Premium Corner Booth	\$2700/3060	\$3060/\$3345	\$3345/3460
<input type="checkbox"/> 20' x 20' Premium Island Booth	\$4250/\$4388	\$4388/\$4465	\$4465/\$4580

Rules and regulations

As an Exhibitor, you are bound to abide by the Association rules and regulations issued regarding the 46th Annual Education Conference and EXPO, the rules for exhibiting as provided by the San Diego Convention Center, any applicable laws, and any additional regulations provided by the Association. Said specifications and terms become part of this contract. All special services are to be set-up by the Exhibitor through the designated event service contractor. Exhibitor will receive most of the EXPO set-up instructions and communications via email.

What is included in your Booth?

10 x 10 booths: one (1) 6' skirted table, draping for the back and side rails and load in/out labor. **Premium Island booths:** two (2) 6' skirted tables, draping for the back and side rails, load in/out labor. **Please note, the Exhibit area floor is cement.** Only aisles will be carpeted. Exhibitor is responsible for contracting with designated event service contractor for carpeting, padding, chairs, etc.

2021 Rental Housing Education Conference & EXPO Rules for Exhibiting

- 1. CONVENTION COVENANT.** The letters “the Association” designated herein shall refer to the Southern California Rental Housing Association, its officers, employees and agents acting for them in the management of the Education Conference & EXPO. The term “Exhibitor” shall refer to any entity, its officers, employees and agents that exhibit at the Association Rental Housing Education Conference and EXPO. Note that in the event of an emergency or where required as a result of contractual agreements, the Association may change the date and venue of the show.
- 2. ELIGIBLE EXHIBITORS.** The Association reserves the right to relocate or reassign exhibit booths at their discretion, including near competitors. The Association reserves the right to refuse any Company, or Product inclusion in the EXPO.
- 3. EXHIBITOR RESPONSIBILITY.** (a) Exhibitors must staff their booths by qualified regular employees of the exhibiting Company (or their authorized representative), at all times. Contracted or affiliate representatives of the exhibiting company must be cleared through the Association. (b) Exhibitor must designate at least one person (Primary Contact) to be their representative in connection with installation, operation and removal of their exhibit display. (c) **The Exhibitor shall be responsible for safeguarding their property of the Exhibitor.**
- 4. INSTALLING AND DISMANTLING OF EXHIBITS.** Exhibit displays may be set up between **2:00 p.m.- 7:00 p.m.** on Thursday, April 29, 2021 at 2pm. **The EXPO opens at 10:00a.m.** on Friday, April 30, 2021. There will be **no set up on the day of the EXPO.** The Convention Center will **NOT open the loading docks the day of the show.** Displays must remain intact and attended throughout the open hours of the EXPO. Exhibitor agrees to adhere to the official closing hours. During the course of the EXPO, Exhibitors assume the responsibility of keeping their booths clean and in good order. No displays may be dismantled or packed before EXPO ends. Exhibitors dismantling their booths before the announcement and without express the Association approval will be assessed fines of \$1,000 by show administration. **At the conclusion of the EXPO, all exhibits, and merchandise must be removed from the Exhibit Hall by 8:00 p.m. on Friday, April 30, 2021*.** (*May be subject change per San Diego Convention Center)
- 5. SUB-LEASING OF SPACE.** No Exhibitor may assign, sublet, or apportion the whole or any part of their exhibit space assigned to them, nor permit any other party to exhibit therein, nor distribute any promotional or advertising materials in the occupied space of the Exhibitor except as may be permitted by the Association in writing.
- 6. NON-COMPLIANCE.** (a) The Exhibitor agrees that their display shall be admitted and remain solely by strict compliance with the rules stated herein. The Association reserves the right to prohibit, reject or eject any display, in whole or in part, of any Exhibitor or Exhibitor’s representatives, with or without giving cause. If cause is not given, liability shall not exceed the return of the rental fee unearned at the time of ejection. (b) If any Exhibitor is ejected for violation of these rules, or for any other reason, no return of exhibit space or any fees paid for the booth shall be made. Additional fine of \$1,000 may be applied at the Association’s discretion.
- 7. EXHIBITOR SOLICITATIONS.** (a) Exhibitors must limit their activities within the confines of contractual space. Exhibitor activities must be conducted in a manner so as not to interfere with the activities legitimately exercised by other Exhibitors. (b) The distribution of Exhibitor’s products, catalogues, pamphlets, printed materials, souvenirs, games, music, displays, mascots, entertainers, corporate personalities, etc., must be entirely within the Exhibitor’s booth space. Failure to comply may result in additional fees at the Association’s discretion.
- 8. FAILURE TO OCCUPY SPACE.** Exhibitors will forfeit space NOT occupied by 7:00 a.m. on Friday, April 30, 2021. Space may be resold and reassigned without refund unless prior arrangements has been made and accepted in writing for delayed occupancy by the Association. In no event will there be any refund of the booth rental fee paid by the Exhibitor. The Convention Center will **NOT open the loading docks the day of the show. Note that late loading will result in a fee of \$350/hour to keep the loading doc open on Thursday, April 29, 2021.**
- 9. ATTENDANCE.** The Association and show management do not guarantee attendance number of attendees. The Association shall have the sole control over attendance policies.
- 10. DAMAGES TO THE VENUE.** Exhibitors are liable for any damage caused by affixing displays to building, floors, walls, or to standard booth equipment, or for damages caused by Exhibitor in any manner. This liability additionally extends to paint, adhesive, lacquer, or any other coating applied to building walls or floors, or to standard damage, loss, increased cost or any other unfavorable conditions caused by circumstances within exhibitor’s control.
- 11. NOISE.** Public address and the use of loud devices for mechanical reproduction of sound beyond the individual Exhibitor’s booth or excessive operating noise which distracts neighboring Exhibitors from authorized performance is prohibited.
- 12. FORCE MAJEURE.** The SCRHA will not be held liable for any failure or delay in performing an obligation under the agreement due to any of the following causes, to the extent beyond its reasonable control: Acts of God, accident, riots, war, epidemic, pandemic, quarantine, civil commotion, breakdown of communications facilities, breakdown of web host, breakdown of internet service provider, natural catastrophes, government closure or government acts or omissions, changes in laws or regulations, strikes, labor disputes, political unrest, protests or other violence, fire, flood explosion, generalized lack of availability of raw materials or energy or the venue management. If any disruption occurs that falls

within the Force Majeure, the Association may elect to postpone, or change event date, venue or format and apply exhibit space fees to new date, format, or change location at their discretion. Disruption to events due to any Force Majeure causes maintains cancellation policy in effect.

13. LIMITS OF LIABILITY. In no event shall the Association be held liable to the Exhibitor under any provision of this agreement for damages in excess of the exhibit fees paid to the Association for any direct or indirect, consequential, incidental or special damages, whether in contract or tort, and including, but not limited to loss of use, loss of data or information, however caused, lost profits or other economic loss, business interruption, cost of cover, or failure of the event to perform in any way.

14. INSURANCE. Exhibitors must arrange for Fire, Theft and Liability insurance protection, at the Exhibitor's expense. The Association's insurance does not cover individual displays. Floater policies of whatever nature deemed appropriate by the Exhibitor are recommended. Cancellation Insurance Policy is the sole responsibility of the Exhibitor, it is suggested that Exhibitor purchase their own cancellation insurance.

15. LAWS. (a) Federal, State and City fire laws must be strictly observed, including fire regulations requiring cloth and non-fire-retardant materials to be flame proofed. Electrical wiring must comply with Fire Department and Underwriter's rules. (b) All flammable materials must be removed from the Exhibit area prior to the EXPO opening time. (c) Aisles and fire exits cannot be blocked by Exhibitor displays; and all Exhibitor equipment must be placed within the confines of booth limits. No combustibles of any nature may be brought into the EXPO facility without written permission from the Association.

16. RULES WHEN SETTING UP YOUR BOOTH. (a.) Self-contained exhibit displays **may not exceed more than 8' in back wall height from the floor and must be confined to the rear one-third of each booth.** Such sidewall must be visibly acceptable to adjoining exhibit displays and EXPO Manager. In all other portions of the booth, **no display materials shall be placed to exceed a height of 4' from the floor.** (b) Any exceptions must be approved by the EXPO Manager before January 30, 2021. (c) the Association will supply standard booth equipment consisting of a rear background curtain on frame not to exceed 8' in height, two side dividers of curtains on frames not to exceed 3', a booth identification sign showing name of company up to 28 letters including spaces and a 6' draped table. (d) Failure to adhere to the rules may result in additional fees at the Association's discretion.

17. SERVICES CONTRACTOR. The official EXPO Service Contractor will communicate with each Exhibitor to help meet booth requirements and furnishing needs. Furniture (including chairs), additional draping, accessories, signs, etc., are the responsibility of and should be ordered in advance directly from the services contractor. It is the responsibility of the Exhibitor to contract and communicate with service contractor.

18. AMENDMENT TO RULES. Any and all matters or questions not specifically covered by the preceding Rules for Exhibiting shall be subject solely to the decision of the Association, and all amendments so made shall be binding on the Exhibitors equally with the forgoing Rules for Exhibiting. Contracts may be amended by written addendum signed by all parties.

19. GOVERNING LAW & SEVERABILITY. This agreement is governed by the laws of the State of California, and any legal action will be brought forward in the courts located in San Diego, California. If any part of this agreement is deemed unenforceable by the appropriate court, all the remaining terms remain in force.

20. INDEMNIFICATION. The Exhibitor agrees to indemnify, defend, and hold harmless the Association from any claims, expenses, damages, obligations, or losses (including attorney fees), including but not limited to bodily injury to or death of any person or damage to or destruction of any property that is caused by any act or omission of the Association contracted employees or subcontracted contractors through the Association.

By signing below, I hereby acknowledge and agree to the terms and rules listed on pages 1 – 4.

Authorized Exhibitor Signature: _____

Authorized Exhibitor Name: _____

Company: _____ **Date:** ____/____/____

Southern California Rental Housing Association Exhibiting Contract
Friday, April 30, 2021 ~ San Diego Convention Center ~ Exhibit Hall A
111 West Harbor Drive, San Diego, CA 92101
Questions? Contact events@socalrha.org

Name of Company: _____ Member #: _____

Service/s Exhibiting: _____

PRIMARY CONTACT (Will receive **ALL** communication via email.) THE ASSOCIATION will not be held responsible for loss of information or miscommunication if THE ASSOCIATION is not notified in writing of changes in address, or PRIMARY contact person. Most communications will be sent via email to the PRIMARY contact email below.

NOTE: Information provided below will be used in the EXPO program, when listing booth placement.

PRIMARY contact First Name: _____ Last Name: _____

Address: _____ Suite: _____

City: _____ State: _____ Zip: _____

Telephone: (____) _____ - _____ ext. _____ Fax: (____) _____ - _____

Email _____ Additional Email: _____

Signature: _____ Title: _____

• Location Choice: 1st _____ 2nd _____ 3rd _____ (Circle) Number of booths: 1 2 3 4

• Company booth set-up sign to read 28 characters, including spaces

Cost: Check the box of the booth size you would like. Refer to the floorplan for booth selection and type of booth. SCRHA will invoice booth based on selection and date contract submitted.

Confirmation: The Association will confirm receipt of contracts **via e-mail to PRIMARY Contact persons.** If you have not received confirmation, call 858-278-8070 as soon as possible.

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Note: In the event that the Association deems it necessary, the association may change the date, location or format of the show.

Payment Method

Email form back to SCRHA at events@socalrha.org. If paying by check please contact the Association.

Visa MasterCard AMEX Discover

Name as it appears on card: _____

Card #: _____ Exp. Date: ____/____/____ Security Code: _____

Signature: _____ Date: _____

Office use: Date received: _____ Time received: _____ Staff Initials: _____