

## STEP 1: EXHIBITOR INFORMATION

Company/Organization Name: \_\_\_\_\_ Date: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
 Booth Coordinator Contact: \_\_\_\_\_  
 Booth Contact Email: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_  
 Alternate Email: \_\_\_\_\_ Additional Phone: \_\_\_\_\_

## STEP 2: BOOTH SPACE RATES + EXHIBITOR ADVERTISING OPTIONS

Standard In-Line Booth 10' x 10' @ \$1700\* x \_\_\_\_\_ booths

\*Includes \$100 donation to the USSC Foundation for research per booth

\*Includes full color 1/4 page ad in Show Program Book per exhibitor

Truck or electronic sign truck space @ \$2500 total per space

End Cap Booth 10' x 20' @ \$3900

Island Space

20' x 20' Island @ \$ 6,800 \_\_\_\_\_

20' x 30' Island @ \$11,900 \_\_\_\_\_

20' x 40' Island @ \$15,300 \_\_\_\_\_

**TOTAL ORDER (add all items):**

**BOOTH RESERVATION TERMS:** A Deposit *holds* a specific booth space or spaces, but does not guarantee it; only payment-in-full *reserves* a specific booth space or spaces.

### ROLLING SETTLEMENT DATE

**Final Booth assignments subject to payment in full**

Booth Space choice in order of preference:

1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_ 4) \_\_\_\_\_

**DEPOSIT & PAYMENT TERMS:** Balance and/or full payment is due by with the executed Exhibitor contract.

### EXHIBITOR PROMOTION OPTIONS

<b>EXHIBITOR ADVERTISING:</b> Exhibitor name placed at top of online Exhibitor listings + highlighted in the printed program in the alphabetical exhibitor listings + show online floor plan	\$250
<b>FULL PAGE AD IN PROGRAM:</b> Full color page ad in the printed show program	\$500
<b>WEB BANNER:</b> Top-placed banner ad displayed in rotation at the Sign Exchange home page, registration page and sub-pages	\$500

## STEP 3: PRINTED PROGRAM GUIDE LISTING INFORMATION

Information for The Sign Exchange printed show program concerning products you intend to exhibit will be taken from this application. Please complete below. Product or service description should be 25 words or less, and may be edited by the USSCF for the program. Attach separate sheet if preferred.

## STEP 4: PAYMENT METHOD

- Check payable to the USSC Foundation - See Below for mailing address  
 American Express  VISA  MasterCard  Discover

Name on Credit Card (Printed) \_\_\_\_\_

Card Number \_\_\_\_\_

Security Code \_\_\_\_\_

Expiration Date \_\_\_\_\_

Authorized Signature \_\_\_\_\_

### PAYMENT NOTES:

The USSC Foundation accepts payments by check or credit card. If by credit card, the exhibitor agrees that the USSC Foundation may charge the total amount due upon receipt of this contract.

**Charge** full contract price now: \_\_\_\_\_

## STEP 5: SIGNATURE & AGREEMENT (incorporates Page Two)

In executing this contract, the exhibitor agrees to abide by all Sign Exchange rules, contract terms, conditions and regulations set forth on this form, on Page 2 of this contract, and the 2022 Sign Exchange Exhibitor Manual.

Exhibitor (signature) \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

### EXHIBITION MANAGEMENT CONTACT INFORMATION

**Wendy Kern, Board Member:** m 570.573.1735

wkern@bartush.com

**Neal Wilcox, Board Member:** m 716.583.0346

neal@empirestatesigns.net

### USSCF CONTACT INFORMATION

**USSCF MAILING ADDRESS:**

538 North Street

Doylestown PA 18901

### EXHIBITOR TERMS, CONDITIONS & REGULATIONS

Exhibitor does hereby apply for the reservation of exhibit space at The Sign Exchange as detailed on Page 1 of this contract. Execution of this contract by the Exhibitor shall constitute a binding agreement between the USSC Foundation and the Exhibitor. Exhibitor agrees to comply with all official show rules, regulations and conditions as set forth by the USSC Foundation. Exhibitor understands and agrees that any change in the information on this agreement must be made in writing to the USSC Foundation. In consideration of full payment by the Exhibitor for exhibit space as requested in this Exhibit Booth Contract, the USSC Foundation agrees to reserve exhibit space for the Exhibitor in accord with the procedures and requirements set forth in this Contract.

#### 1. Contract for Space

This contract, upon proper execution by the Exhibitor, shall constitute a valid and binding contract between the Exhibitor and the USSC Foundation (hereinafter called USSCF). The USSCF may refuse any exhibit which, in its sole discretion, may detract from The Sign Exchange. USSCF's assignment of booth space is final. After assignment of space, booth location may not be changed without USSCF's prior written approval. USSCF reserves the right to revise booth assignments at any time prior to the opening of the event and the Exhibitor agrees to accept any such revision if required by the USSCF. The Exhibitor information brochure, the USSCF Exhibit Booth Contract, the USSCF Sign Exchange Exhibitor Terms, Conditions & Regulations, the rules and regulations stated in the Official Exhibitor's Manual, conditions and/or rules imposed by the official show contractor or exhibit facility, and/or any additional rules and regulations as may be adopted by the USSCF are a part of this contract agreement.

The exhibit space provided will be shown on the floor plan insofar as possible, but the USSCF reserves the right to make changes at any time in the location, size and display limits of any booth in the best interest of the overall event.

#### 2. Cancellation/Refund Policy

Should the Exhibitor find it necessary to cancel contracted booth space, a 50% cancellation fee of the total cost of the booth will apply if notice is received by the USSC no later than 60 days before the start of The Sign Exchange (October 2, 2022). No refund will be made to Exhibitors cancelling less than 60 days before the start of The Sign Exchange.

#### 3. Use of Booth Space

Exhibits may not project beyond allotted space or interfere with the lighting or allotted space of others. Aisles are under the control of the USSCF and may not be used for exhibits. Exhibitors may not interfere with the free flow of traffic.

No Exhibitor may assign, sublet, or share all or part of his/her space with other Exhibitors. Exhibitor may present only products and services they officially represent, and shall not have other companies' representatives in said space.

Demonstrations or related activities must be confined to an Exhibitor's assigned space, including distribution of circulars, catalogs, folders, business cards, promotional materials or devices. None of these may be distributed in aisles, meeting rooms, registration area or other rooms or areas of the Event Center or conference.

Videotaping and/or photographing within the exhibit hall or videotaping or recording of any conferences or seminars is prohibited.

Exhibitor accepts full liability for the payment of licensing fees for any copyrighted material subject to such fees which may be used in its space in audio, visual or any other form, and warrants that it holds the USSCF harmless for any copyright infringement liability or licensing fees occasioned by the use of such copyrighted material in its space. Exhibitors shall be responsible for all required licenses and permits and for any associated fees for any activities pertaining to the exhibit/display or social activities.

The USSCF may restrict, reject, eject or prohibit any exhibit, in whole or in part, which, because of sound, appearance, distribution of materials, personal conduct, or anything the USSCF rules is objectionable, detracts from the exhibition or does not meet USSCF standards. In enforcing these regulations, the USSCF is not liable for refunds or space rental or other expenses incurred by the Exhibitor.

#### 4. Installation and Removal of Exhibits

All exhibits must be fully installed and operational at opening hour of first day of The Sign Exchange and remain installed until closing hour of the last day. Exhibitor shall not dismantle or start packing before closing time. No exhibit will be erected or removed during The Sign

Exchange operational hours. Exhibits may only be delivered to and removed from the exhibit hall through the rear of the facility, and not the front entrance of the Event Center or prefunction areas.

#### 5. Restrictions

The standard booth equipment has a backdrap eight feet in height and division sidedrape walls three feet high.

The sidedrape walls of all booths may extend no more than thirty-six (36) inches from the backdrap and may equal the height of the backdrap, permitting side viewing.

In no instance will the Exhibitor be permitted to install a sign or decorative placard above the height of the backdrap.

A piece of equipment or a product that is an integral part of the display, but not part of the booth, may not extend above the backdrap height. Island booths may extend as high as twenty feet (20').

End Cap booths are normally "faced" towards the cross aisle. Any portion of the exhibit bordering another Exhibitor's booth must have the back side of that portion finished and not carry identification signs or other copy that would detract from the adjoining exhibit. All display fixtures over four feet in height and placed within ten (10) lineal feet of a neighboring exhibit must be confined to the area within ten (10) feet to the center line (five feet from either side of the center line) to avoid blocking the sightline from the aisle to the adjoining booth. Exhibitors adjoining End Cap booths are entitled to the same reasonable sightline from the aisle as they would expect if they were adjacent to an Exhibitor with a standard booth.

Any special or unusual exhibit construction or installation is not permitted unless approved by the USSCF in advance at the time of contracting for space. Violators of this rule will be required to dismantle their exhibit.

Ceiling Hung Banners: Exhibitors renting an island of 4 or more contiguous booth spaces are permitted to hang one (1) banner from the exhibit hall ceiling. Banner must be confined to the air space above the Exhibitor's booth(s). The bottom of the banner must be at least fifteen (15) feet above the floor level. The length of the banner (horizontal dimension) shall not exceed a size equal to one-half (1/2) the length plus the width of the Exhibitor's rented booth space. Exhibitor is responsible for all hanging and take-down labor charges.

#### 6. Exhibitor Badges

Exhibit personnel must register and wear USSCF identification badges while on the exhibit floor.

#### 7. Liability

Neither the USSCF, its subcontractors nor exhibit facility or their officers, employees or representatives is responsible for loss, damage, or injury to Exhibitor or Exhibitor's employees or property from any cause, before, during or after the period covered by this contract. Exhibitor, on signing this contract, releases the USSCF, its subcontractors and exhibit facility, their officers, employees and representatives from, and agrees to indemnify same against any claims for loss, damage or injury.

Exhibitor assumes responsibility for accident, injury or property damage to any person visiting his or her exhibit.

The USSCF is not liable for nonfulfillment of commitment for delivery of booth space due to exhibition premises being damaged, destroyed or rendered unusable by fire, accident, act of God, terrorism, public enemy, strike, authority of law or any other cause. If exhibition cannot be held or space delivered for that purpose, the USSCF's sole liability is to reimburse the Exhibitor, less any costs or charges paid or incurred by the USSCF by advertising, administration and similar purposes related to The Sign Exchange.

#### 8. Guard Service

The USSCF will provide reasonable security during move-in and move-out periods and during the exhibition, but without guarantee against loss.

#### 9. Protection of Exhibit Facility Property

Use of screws, bolts, nails, staples, tacks, pins, tape, inks, ink cartridges or other items that may deface or damage floors, walls, ceilings, doors or other exhibit facility property is prohibited. Exhibitors must repair damage at their own expense.

#### 10. Truck Exhibits

Any company exhibiting service trucks, cranes, aerial ladders, buckets and other equipment as a part of the event must purchase a regular exhibition hall booth at applicable rates. Exhibition of such exhibits, whether inside or outside the exhibit hall, may be operated only during scheduled exhibit hours.

#### 11. Electronic Displays

A separate area on the exhibit hall floor may be designated by show management for the exhibition of electronic displays to accommodate those Exhibitors whose displays cannot conform to the eight (8) foot height and thirty-six (36) inch projection from the backdrap wall restrictions of the Exhibitor's primary booth space as described in paragraph 5 above.

Each space in the electronic display area will be ten (10) feet wide by six (6) feet in depth and the electronic display may extend in height up to eighteen (18) feet. All other rules and regulations as described in the Exhibitor Manual and the Exhibit Booth Contract shall remain in force. Any company exhibiting an electronic display in this specially-designated area may only exhibit the actual display(s) and pertinent literature. Exhibitor is responsible for all necessary services such as electric, carpeting, display installation and removal, rigging, etc. Exhibitor must purchase a regular exhibit all booth(s) at the applicable rates. Exhibition of such displays may be held only during scheduled exhibit hours.

#### 12. Hazardous Fumes

All Exhibitors demonstrating machinery or products that emit hazardous fumes must submit a product MSD sheet to the USSCF prior to the opening of the show, or any other materials or documents that the USSCF, Sign Exchange management, or the Event Center may require. If the MSC sheet requires ventilation of the equipment, then the Exhibitor is responsible for ventilation or filtration of same.

#### 13. Services and Shipping

An Exhibitor Information Manual containing order forms for exhibit labor, furniture, decorating materials, electric and other services and shipping instructions will be sent to the Exhibitor upon assignment of booth space and/or payment in full. The labor regulations, rates, and guidelines included in the Exhibitor Information Manual are a part of this contract. All contracts and/or agreements made between the official show contractors and the exhibiting company are strictly the responsibility of the exhibiting company and the contractor.

#### 14. Amendments

These rules may be revised by the USSCF and all points not covered are subject to its decision. Additional information, also binding under this contract, is provided in the Exhibitor's Information Manual.

### EXHIBITION MANAGEMENT CONTACT INFORMATION

Exhibition Support for The Sign Exchange

### USSCF CONTACT INFORMATION

#### USSCF MAILING ADDRESS:

538 North Street  
Doylestown PA 18901