



SUMMIT 2009

October 21, 2009
Donald E. Stephens Convention Center • Rosemont, IL
EXHIBIT SPACE APPLICATION

INSTRUCTIONS: Type or print this application. Complete all sections. Sign and return this original, two-sided application with payment as described in Section 6 below to HRMAC, 737 N. Michigan Avenue, Suite 2100, Chicago, Illinois 60611. Faxed applications will reserve your space selection until the original is received. FAX: 312-981-6797. Please copy this application for your files. Upon assignment of space by Show Management, a booth space confirmation will be emailed to you.

Key Contact/Title _____

Key Contact Telephone _____ Email Address _____

The company name, address, phone number, fax number, email and website shown below will be printed in the On-Site Program distributed at the EXPO. Exhibitors are listed alphabetically by company name. **Please indicate under which letter of the alphabet you wish your company name to appear**

FIRM NAME _____

Firm Name Continued _____

Street Address _____

City/State/Zip _____

Phone No. _____ Fax No. _____

E-mail _____

Website _____

1 **EXHIBIT BOOTH OPTIONS:** Booth size is 10x10. Please circle your booth option preference and include configuration, (10x10, 10x20, 10x30):

| Booth Price Options | On or Before 7/24/09 | After 7/24/09 | Configuration |
|---------------------------|----------------------|---------------|---------------|
| Member Standard Booth* | \$ 895 | \$ 995 | _____ |
| Non-Member Standard Booth | \$1,395 | \$1,495 | _____ |
| Member Select Booth* | \$ 995 | \$1,095 | _____ |
| Non-Member Select Booth | \$1,495 | \$1,595 | _____ |
| Member Premium Booth* | \$1,395 | \$1,495 | _____ |
| Non-Member Premium Booth | \$1,895 | \$1,995 | _____ |

Location Preferences: The following choices indicate the location of preferred booth space.

1st Choice No. _____ 2nd Choice No. _____

3rd Choice No. _____ 4th Choice No. _____

*Membership must be current at time of Summit to be eligible for member rates.

2 **SPONSORSHIP OPTIONS:** Each sponsorship package includes a Standard 10x10 booth space with related benefits. Sponsors may upgrade to a Select or Premium booth. Additional information regarding your sponsorship will be sent upon receipt of this application. Note: upgrade fees apply to Silver and Bronze sponsorships.

| Sponsorship Level | Fee* | Booth Preferences | | | |
|-------------------|----------|-------------------|---|---|---|
| Platinum | \$10,000 | 1 | 2 | 3 | 4 |
| Gold | \$ 7,500 | 1 | 2 | 3 | 4 |
| Silver | \$ 5,500 | 1 | 2 | 3 | 4 |
| Bronze | \$ 3,500 | 1 | 2 | 3 | 4 |

*Add 25% for non-HRMAC member sponsors

List of Preferred Event(s)—See Sponsorship Program descriptions:

3 We will make every effort to accommodate your location request and placement away from the following potential exhibitors:

1. _____ 2. _____ 3. _____
 Company Name Company Name Company Name

4 **COMPANY DESCRIPTION:** Describe the products and services to be exhibited (50 words or less) for the On-Site Program. To avoid errors or omissions, please produce an electronic version and email to lindacg123@comcast.net. HRMAC reserves the right to edit text submitted that exceeds the 50 word limit. Company descriptions are due no later than August 21, 2009.

5 **EXHIBITOR BADGES:** Each 10x10 booth includes one full conference and one exhibit-only registration and is only allowed a maximum of FOUR badges in any combination of complimentary or paid registrations (\$95 for exhibit-only badges). Additional booth personnel badges exceeding the allotted four per 10x10 booth will be charged full attendee rates ranging from \$375 to \$695. Exhibit confirmation material will provide details on reserving booth personnel badges. **Shared badges or partial day badges are not permitted.**

6 **METHOD OF PAYMENT:**

HRMAC Federal Tax ID # 36-2097601

Check Enclosed (payable to HRMAC) Please send invoice
 Charge Credit Card AmEx MasterCard Visa Discover

Booth fee: \$ _____
 Sponsorship fee: \$ _____
 Booth upgrade fee, if any \$ _____
 Total Payment due \$ _____

Payment Details: Deposit: 50% of total cost due with application if received before July 24, 2009. After July 24, 2009 full payment is due with application. \$ _____

Balance: Due on or before July 24, 2009 \$ _____

Check here if you would like your balance automatically debited on July 24, 2009 to the card number supplied.

Card Number _____ Expiration Date _____

Name on Card _____

Cardholder's Signature _____

Cancellation Policy: By July 17, 2009: Full refund minus \$100 cancellation service fee. No refunds after July 17, 2009.

7 **WE AGREE TO ABIDE BY ALL RULES AND REGULATIONS GOVERNING THE EXPOSITION AS PRINTED ON THE REVERSE SIDE HEREOF AND WHICH ARE A PART OF THIS APPLICATION. ACCEPTANCE OF THIS APPLICATION BY SHOW MANAGEMENT CONSTITUTES A CONTRACT.**

DATE _____

AUTHORIZED SIGNATURE—This must be signed for acceptance of contract. _____

TITLE _____

QUESTIONS? Sponsorships: Pam Marshall, Phone: 312-981-6790, Fax: 312-981-6797, Email: Pmarshall@hrmac.org
 Exhibits: Linda Griffin, Email: Lindacg123@comcast.net
 Alison Rodriguez, Email: Alisonkr123@gmail.com
 Phone: 773-588-4692, Fax: 312-981-6797
HRMAC website: www.hrmac.org

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General Rules and Regulations

HRMAC and its authorized representatives are hereinafter referred to as "Show Management."

1. PAYMENT AND REFUNDS. Applications submitted prior to July 24, 2009 must be accompanied by a deposit payment in the amount of 50% per booth. Applications received without such payment will not be processed nor will space assignment be made. The balance of the space rental charge will become due and payable on July 24, 2009.

Applications submitted after July 24, 2009 must be accompanied by payment IN FULL of the space rental charges. Applications received without such payment will not be processed nor will space assignments be made.

Booth space cancelled prior to July 17, 2009 will be refunded, less a \$100 service charge. **No refunds will be made after July 17, 2009.**

It is expressly agreed by the exhibitor that in the event he fails to pay the space rental at the times specified, or fails to comply with any other provisions contained in these rules and regulations concerning his use of exhibit space, Show Management shall have the right to reassign the booth location shown on the face of the contract or to take possession of said space and lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages, the amount paid by him for his space reservation, regardless of whether or not the Show Management enters into a further lease for the space involved.

In case the exposition shall not be held for any reason whatsoever, then and thereupon, the rental and lease of space to the exhibitor shall be terminated. In such case the limit claim for damage and/or compensation by the exhibitor shall be the return to the exhibitor of the prorata amount already paid for space for this specific event.

2. SPACE RENTAL AND ASSIGNMENT OF LOCATION. Whenever possible, space assignments will be made by Show Management in keeping with the preferences as to location requested by the exhibitor. **SHOW MANAGEMENT, HOWEVER, RESERVES THE RIGHT TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS IN THE BEST INTERESTS OF THE EXPOSITION.**

3. USE OF SPACE, SUBLETTING OF SPACE. No exhibitor shall assign, sublet, or share the space allotted with another business or firm unless approval has been obtained in writing from Show Management. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in the exhibitor's display, parent or subsidiary companies excepted.

Exhibitors must show only products and/or services or dealt in by them in the regular course of business. Should an article of non-exhibiting firm be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular nameplate, imprint or trademark under which same is sold in the general course of business.

No firm or organization not assigned exhibit space will be permitted to solicit business within the Exhibit Areas.

4. EXHIBITORS AUTHORIZED REPRESENTATIVE. Each exhibitor must name one person to be his representative in connection with installation, operation and removal of the firm's exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible. The exhibitor shall assume responsibility for representation in attendance throughout all exposition periods; and this representative shall be responsible for keeping the exhibit neat, manned and orderly at all times.

For their own safety and protection, children under sixteen (16) years of age will not be admitted to the exhibit halls during move-in and move-out.

5. INSTALLATION AND REMOVAL. Show Management reserves the right to fix the time for the installation of a booth prior to the Show opening and for its removal after the conclusion of the Show.

Installation of all exhibits must be fully completed by the opening time of the exposition.

Any space not claimed and occupied by 7:00 a.m. if your booth is in the registration area, and 9:15 a.m. if your booth is on the exhibit floor on the opening day of the Show, may be resold or reassigned without refund.

No exhibitor will be allowed to dismantle or repack any part of his exhibit until after the closing of the Show.

6. OPERATION OF DISPLAYS. Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the exposition as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, display of unsuitable material, is determined by Show Management to be objectionable to the successful conduct of the exposition as a whole. Use of so-called "barkers" or "pitchmen" is strictly prohibited. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions.

Booth Representatives. Booth representatives including models or demonstrators must be properly registered and wear badges. They must be properly and modestly clothed. Excessively revealing attire is prohibited.

Contests, Drawings & Lotteries. All unusual promotional activities must be approved in writing by Show Management no later than 60 days prior to the opening of the exposition.

Food & Beverage. Food and beverage may not be served in the exhibit hall except with the written permission of show management.

Literature Distribution. All demonstrations or other activities must be confined to the limits of the exhibitor's booth space. Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. No advertising circulars, catalogs, folders, or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges, or grounds of the host facility. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited.

Live Animals. Live animals are prohibited.

Sales. All sales transacted at the Show must be accompanied by a receipt.

Sound. Microphones are not permitted. Exhibits which include the operation of musical instruments, radios, sound projection equipment, or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens. Show Management must be notified in advance if any recorded or live music is to be played at the exhibitors booth. Exhibitor is responsible for paying applicable licensing fees.

7. ARRANGEMENT OF EXHIBITS. Each exhibitor is provided an Official Exhibitors Kit. The Exhibitors Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitors Kit. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitors Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exposition.

Exhibitor Plan Review. Booth construction plans and layout arrangements for first-time exhibitors, exhibits in peninsula or island booth spaces, or involving other unusual construction features, must be submitted for approval at least sixty (60) days prior to the opening of the exposition.

8. EXHIBITS & PUBLIC POLICY. Each exhibitor is charged with knowledge of all State, County, and City Laws, ordinances and regulations pertaining to health, fire prevention and public safety, while participating in the exposition. No part of the building shall be defaced in any manner, nor shall signs or other articles be posted, nailed, taped or otherwise affixed to any pillars, doors, walls, or other parts of the building.

Show Management and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as individual exhibitor's space, materials, and operation is concerned. Should an exhibitor have any questions as to the application of such laws, ordinances and regulations to his exhibit or display, Show Management will endeavor to answer them.

All booth decorations must meet flame-proofing codes. All exits, hallways, aisles and fire control apparatus must remain clear and unobstructed at all times. Electrical equipment and wiring must conform with National Electrical Code Safety Rules. Use of butane or bottled gas is not permitted. Use of propane and helium balloons is prohibited.

Exhibitors will not be permitted to store behind their booth background any excess material such as cardboard cartons, literature, etc.

Designated "No Smoking" areas must be observed.

If unusual equipment or machinery is to be installed, or if appliances that might come under fire codes are to be used, the exhibitor should communicate with Show Management for information concerning facilities or regulations. Exhibitors must comply with City and State fire regulations.

Independent contractors must conform to IAEE, ESCA and ED&PA guidelines and must be signatory to a current local collective bargaining agreement.

An exhibitor who makes any claim or advertises at Summit in any way which, in the sole opinion of Show Management, is false, misleading or otherwise against public policy, may, at the sole discretion of Show Management, be required to discontinue such claim or advertising.

9. STORAGE OF PACKING CRATES AND BOXES. Exhibitors will not be permitted to store packing crates and boxes in their booths during the exhibit period; but these, when properly marked, will be stored and returned to the booth by service contractors. It is the exhibitor's responsibility to mark and identify his crates. Crates not properly marked or identified may be destroyed. Show Management assumes no responsibility for the contents of crates or boxes improperly labeled as "empty."

Crates, boxes or other exhibit materials unclaimed by the exhibitor after the Show will be removed at the exhibitor's expense. Exhibitors will be billed by Show Management for removal time and materials at prevailing rates.

10. SOCIAL ACTIVITIES. Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions during official show activities, including exhibit hours, social functions, educational seminars and any other related activity scheduled by Show Management.

11. AMERICANS WITH DISABILITIES ACT. Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter "Act") to make their booths accessible to handicapped persons. Exhibitor shall also indemnify and hold harmless HRMAC, Show Management, and facility against cost, expense, liability or damage which may be incident to, arise out of or be caused by Exhibitor's failure to comply with the Act.

12. LIABILITY AND INSURANCE. All property of the exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither Show Management, its service contractors, the management of the exhibit hall nor any of the officers, staff members or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the exhibitor.

It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

13. INDEMNIFICATION. Exhibitor agrees that it will indemnify and hold and save Show Management whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or asserted against Show Management 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 any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees or of any other person entering upon the Premises leased hereunder with the express or implied invitation or permission of Exhibitor, or when any such injury or damage is the result, proximate or remote, of the violation by Exhibitor or any of its 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 occupancy or use by Exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder. Such indemnification of Show Management by Exhibitor shall be effective unless such damage or injury may result from the sole negligence, gross negligence or willful misconduct of Show Management. Exhibitor covenants and agrees that in case Show Management shall be made a party to any litigation commenced by or against Exhibitor or relating to this lease or the Premises leased hereunder, then Exhibitor shall and will pay all costs and expenses, including reasonable attorneys' fees and court costs, incurred by or imposed upon Show Management by virtue of any such litigation.

Property Damage. Neither Show Management nor Exhibitor shall be responsible for any loss of or damage to property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, riot, civil commotion or other insurable casualty, and Show Management and Exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. Accordingly, it shall be the responsibility of Show Management and Exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage.

Use of Certain Property. Exhibitor will assume all costs arising from the use of patented, trademarked, or franchised materials, devices, processes or dramatic rights used on or incorporated in the exhibitor's space. Exhibitor shall indemnify, defend and hold harmless HRMAC, Show Management, the City and their officers, directors, members, agents and employees from and against all claims, demands, suits, liability, damages, losses, costs, attorneys' fees and expenses of whatever kind or nature, which might result from or arise out of use of any such material(s) described above.

14. WAIVER. Show Management shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by Show Management. No delay or omission by Show Management in exercising any of its rights shall operate as a waiver of such rights and a waiver of rights in writing on one occasion shall not be construed as a consent to or a waiver of any right or remedy on any future occasion.

15. ATTORNEYS' FEES. Should Show Management find it necessary to employ an attorney or attorneys to enforce any of the provisions of this agreement or to protect in any manner its interest or interests under this agreement, Show Management, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges, and expenses including attorneys' fees.

16. OTHER REGULATIONS. Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management. **THE SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED EXHIBITORS RECEIVE NOTICE OF ANY AMENDMENTS WHEN MADE. EACH EXHIBITOR AND ITS EMPLOYEES AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE. EXHIBITORS OR THEIR REPRESENTATIVES WHO FAIL TO OBSERVE THESE CONDITIONS OF CONTRACT OR WHO, IN THE OPINION OF SHOW MANAGEMENT, CONDUCT THEMSELVES UNETHICALLY MAY IMMEDIATELY BE DISMISSED FROM THE EXHIBIT AREA WITHOUT REFUND OR OTHER APPEAL.**