

# Exhibit Booth Contract



**2017 ASA • CSSA • SSSA  
International Annual Meeting  
Oct. 22–25 • Tampa, FL**

**Contact Information:** Please list your company name as you would like it to appear on printed promotional materials.

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

Street Address: \_\_\_\_\_

City: \_\_\_\_\_

State, Zip Code: \_\_\_\_\_

Country: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

## Administrative Contact

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

## Exhibit Name Badges and Booth Description

Two badges included per 10x10 booth.

Additional badges are available at the prevailing rate.

A company or product description of 50 words or less will be printed in the program book if provided via email to: [jpluemer@sciencesocieties.org](mailto:jpluemer@sciencesocieties.org) by **August 25, 2017**.

**PAYMENT TERMS:** Contracts submitted **prior** to June 1, 2017: payment is due in full, or a deposit of at least 50% of total booth fee, with the contract. Contracts submitted **on or after** June 1, 2017: the balance of payment is due. All checks must be payable to the American Society of Agronomy.

**CANCELLATION:** Prior to June 1, 2017: an administrative fee of \$100 is charged for any booth cancellation received in writing before June 1, 2017. June 1, 2017 or after: no refund will be provided.

Want to talk about sponsorship or advertising opportunities?  Yes  No

Would you like to schedule a pre-show planning call?  Yes  No

Location	Cost	Quantity
Premium	\$2,500	
Corner	\$2,200	
All Others	\$2,000	

Booth Number Preference			
View all available booths at: <a href="http://www.acsmeetings.org/expo">www.acsmeetings.org/expo</a>			
1	2	3	4
List competitors you do not wish to be near:			

## PAYMENT INFORMATION

Check being sent within two weeks of contract date to American Society of Agronomy

Credit Card Payment    Card Number \_\_\_\_\_    Exp. \_\_\_\_\_    Amount Authorized \$ \_\_\_\_\_

\_\_\_\_\_  
Card Holder Name

\_\_\_\_\_  
Card Holder Signature

\_\_\_\_\_  
Card Billing Zip Code

## CONTRACT AGREEMENT

Application for exhibit is made with the understanding that the applicant company, its directors and employees agree to abide by the rules and regulations outlined in the Exhibit Prospectus online, as well as additional rules and regulations management deems necessary for the success of the exposition, provided the later does not materially alter the exhibit contractual rights.

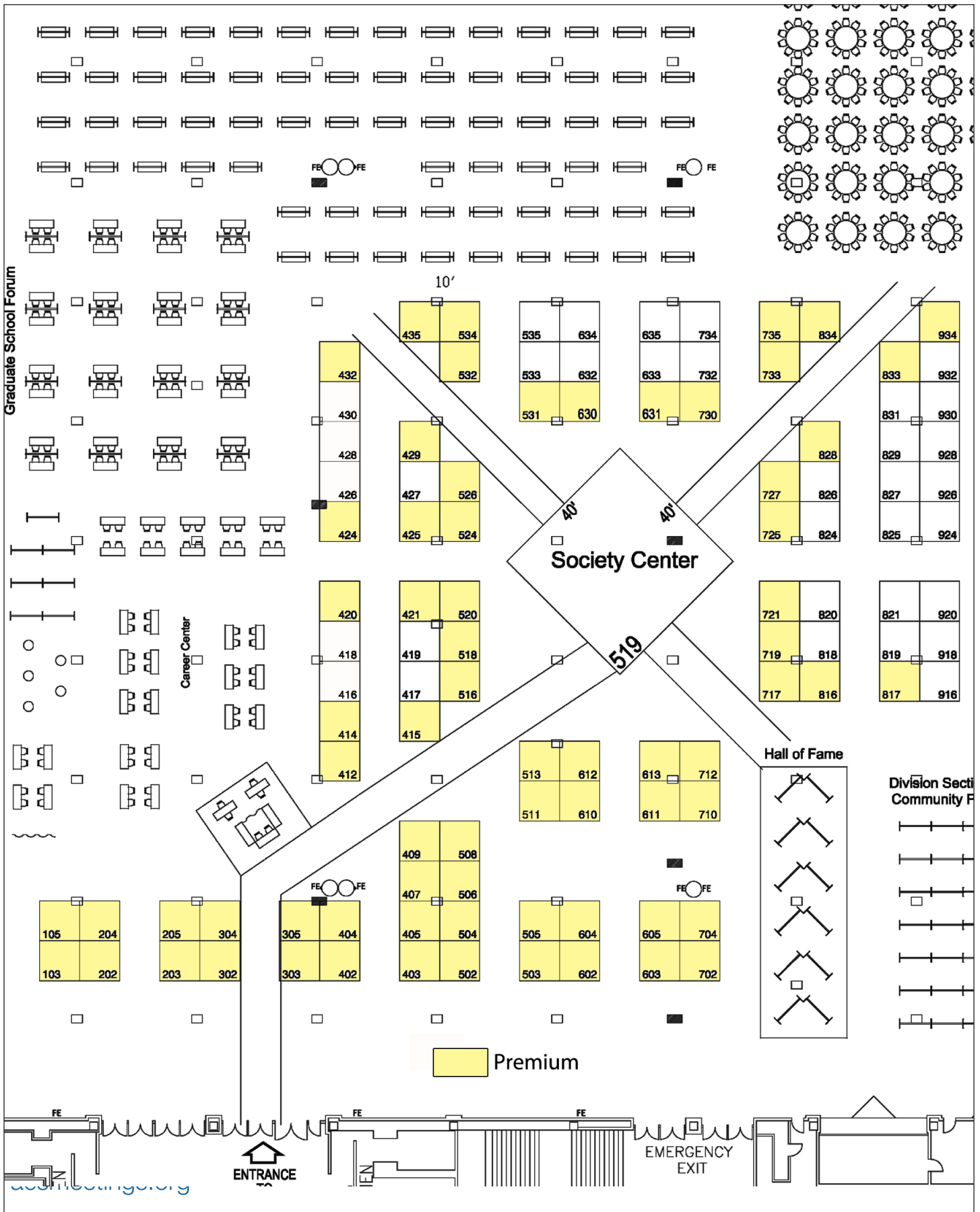
\_\_\_\_\_  
Name of Authorized Person (print please)

\_\_\_\_\_  
Signature of Authorized Person

\_\_\_\_\_  
Date

**Send completed contract to:** Eric Welsh—[ewelsh@sciencesocieties.org](mailto:ewelsh@sciencesocieties.org)  
5585 Guilford Rd. Madison, WI 53711-5801

# 2017 Floor Plan



# Exhibitor Information

## Exhibit Hall Schedule

October 22–25, 2017

### Move In

Sunday 8:00 am–5:00 pm

### Exhibit Hall Hours

Sunday 7:30 pm–9:30 pm

Monday 9:00 am–6:00 pm

Tuesday 9:00 am–6:00 pm

Wednesday 9:00 am–4:30 pm

### Move Out

Wednesday 4:30 pm–8:00 pm

## Booth Rental Fee & Payment Schedule

Price per 10' x 10' unfurnished booth varies depending on its location in the exhibit hall and in relation to each other. The basic booth fee is \$2,000 USD. A corner booth fee is \$2,200 USD. Premium booths are \$2,500 USD. Please reference the color coded floor plan to identify the fee of each booth.

A deposit of 50% of the total booth space fee must accompany the application contract before a booth number can be assigned. The balance is due June 1, 2017. Acceptable forms of payment are credit card, check, or wire transfer. Wire transfer information is available on request. Make checks payable to the American Society of Agronomy.

## Cancellation Policy

Cancellation of exhibit space must be made directly to the Headquarters Office. An administrative fee of \$100 USD will be retained for cancellations made on or before March 3, 2017. A 50% refund will be granted for cancellations made March 4–June 1, 2017. No refund will be given for cancellations made on or after June 2, 2017.

## Booth Rental Package

A 10'x10' unfurnished booth includes:

- 8'-high draped back wall, 3'-high draped sidewalls
- 6' Skirted table & 2 contour chairs (per exhibiting company)
- Two complimentary booth personnel registrations (per 10' X 10' space)
- Booth identification sign
- Access to Exhibitor Lounge (with refreshments)
- Company or product description in the program book\*
- Listing on meeting website\*
- Listing in attendee mobile app\*

\*If application and payment received prior to *September 1, 2017*

## Booth Space Assignment

*Booth space will be assigned through the Priority Point System detailed below.*

Exhibitors accumulate points for the booth selection process for the Annual Meetings and Exhibition. This priority point system allows companies with the highest accumulation of points to have priority in selecting a booth for the following year's show. For example, companies that earn the most points will have the first opportunity to sign up for booth space.

## How the Priority Points System Works

Total accumulation of points determines the order in which booths are assigned. For 2017 booth selection, all points previously accumulated and all points pledged for 2017 will be included in the total.

### 2017 Calendar for Booth Selection

- Jan. 22 Deadline for submitting 2017 pledge form.
- Feb. 18 Companies notified of total points projected.
- Feb. 18 Priority booth assignment begins for 2017.
- Mar. 15 Priority booth assignments confirmed. Booths now assigned on a first-come, first served basis.

### Accumulating Points

- 3 points for each consecutive year a company exhibits.
- 1 point per \$1,000 spent on Annual Meeting sponsorships, exhibit space, advertising in any Society publication, and paid registrations to the Annual Meeting.

- 4 points for Platinum Corporate Members; 2 points for Gold Corporate members; and 1 point for Silver Corporate Members.

### Loss of Points

- Any violation of the Rules and Regulations that are not or cannot be remedied onsite. (For example: late set-up or early tear-down of booth; violation of height and space restrictions, unauthorized use of attendee mailing list, etc.): -1 pt for each violation.
- Non-Fulfillment Policy: Any exhibitor who fails to meet the obligation of a contracted package will lose one point per violation in addition to points previously accumulated by portion of contract not filled.

### Tie Breakers

If the total points between exhibitors are equal and the specific booth requested is identical, a tie breaker will be decided by:

- a. Date application and down payment are received
- b. Continuity of years exhibiting
- c. Number of years exhibiting
- d. Lottery system

Points will be assigned to the exhibiting company that signs the Exhibitor's License. Points will not be given to co-exhibitors.

### Mergers and Acquisitions

Priority points will be calculated for the company name stated on the exhibitor contract or corporate support letter of agreement. If companies have since merged or been acquired, the resulting company may choose to use the highest points of any of the previous companies. Points will not be combined.

Companies belonging to a parent company with other divisions cannot reserve exhibit space under the parent company's points unless they are participating under the parent company's name. For example, if XYZ Asset Management owns A Inc. and B Inc., A Inc. and B Inc. can't use XYZ Asset Managements' points to reserve space under the name A Inc. and B Inc. Each company must use its own points to reserve space.

A company that has merged with another company must notify Marketing/Membership, so that the points can be reviewed and reassigned.

# Exhibitor Information

## Move In

Sunday 8:00 am–5:00 pm

The Welcome Reception is located in the exhibit hall from 7:00 pm–9:00 pm on Sunday. We ask that your exhibit space be set by 4:00 pm in order for the exhibit hall to be cleaned prior to the opening. It is the responsibility of the exhibitors to have their exhibits in place before the opening of the exposition.

Children under the age of 18 are NOT allowed in the exhibit hall during move in and move out.

ASA, CSSA, and SSSA management may reassign exhibit space not occupied four hours prior to the exposition opening without refund of the rental paid.

## Move Out

Wednesday 4:30 pm–8:00 pm

All exhibits must be dismantled and removed prior to 8:00 pm on Wednesday. No packing of equipment, literature, etc. will be permitted until the official close of the exhibit hall at 4:30 pm. Violations will be noted and priority points will be deducted for any company who engages in early packing.

## Exhibit Service Contractor/ Exhibitor Service Kit

The Service Kit contains detailed information and order forms of the products and services available. It will be available in August and sent electronically upon receipt of the Application for Exhibit Space and appropriate payment.

## Freight Management/ Drayage

Exhibitors are responsible for the shipment of their exhibit materials to and from the ASA, CSSA, SSSA Annual Meeting. All exhibit materials, other than those in exhibitor-owned vehicles, will be handled by Exposition Services. Exhibitors may handle their own materials which can be hand carried by one person in one trip, without the use of dollies, hand trucks, or other mechanical equipment.

For exhibitors who choose not to ship in advance to the warehouse and prefer to consign their shipment to the show, shipments will be handled at published prevailing rates to accommodate unloading and reloading at the show site. If a carrier other than a preferred carrier is used, it is the responsibility of the exhibitor to contact the carrier and inform them of check-in deadlines.

All freight and truck shipments must be cleared, arranged, and scheduled by Exposition Services. Please review the Material Handling and Shipping Information form included in the exhibitor service kit.

## Liability

By signing of the contact application for exhibit space, the exhibiting company, its agents, and representatives release the ASA, CSSA, SSSA, the Tampa Convention Center, and any of their officers, staff members, agents, or employees from all liability regarding any injury, loss, or damage that may occur to the exhibiting company, their agents, directors, officers or employees, or to the exhibitor's property prior to, during, or after the Annual Meetings.

## Security

The exhibit hall will be secured during all hours that the exposition is closed. The main entry doors will be locked and the exhibit hall will be patrolled by security personnel. Exhibitors are cautioned that small portable items of value and personal items should be properly secured or removed from the exhibit hall. Each exhibitor is responsible for providing insurance for their own exhibit material. ASA, CSSA, SSSA, and the Tampa Convention Center are not responsible for loss of any kind.

## Promotional Materials

The Societies reserve the right to determine what is acceptable publicity and advertising, and to restrict at any time any display, demonstration, presentation, or activity it deems inappropriate or undesirable. The Societies' Public Relations department must approve promotional material created by Exhibitors. Allow 2 weeks for approval. If desired, request the Annual Meetings logo two weeks before needed.

## Media/Audiovisuals

The Annual Meeting is a private event. Media may attend by invitation and prior approval by the Societies' Public Relations department. Photography within the Exhibitor's space requires prior approval by the Societies' Public Relations department. An Exhibitor or Sponsor may not photograph or videotape any other company's exhibit or presentation. Exhibitors using live presentations or audio visuals in their booth must be respectful of their neighbors. The Societies reserve the right to intervene when sound levels or crowds constitute interference.

## Selling Requirements

Only registered exhibitors may transact sales, and all sales on the exhibit floor must be transacted within the exhibit booth. It is the exhibitor's responsibility to comply with all local, state, and federal tax laws. Exhibitors who sell items for delivery on the show floor will be required to obtain a Florida seller's permit and collect and remit state taxes. Forms are available at [www.acsmeetings.org/exhibit](http://www.acsmeetings.org/exhibit).

## Cancellation or Postponement of the Exposition

In the event of fire, strikes, riots, civil commotion, acts of God, war, terrorism, epidemics, and other unavoidable circumstances rendering it impossible or impractical for any reason for the ASA, CSSA, or SSSA to perform such a contract, the ASA, CSSA, and SSSA shall be released from contract. In such events, all deposits and payments made by the exhibitor for exhibit space shall be returned minus any expenses incurred by the Societies on behalf of the exhibitor.