

# CADA EXHIBITOR AGREEMENT

In reserving exhibit space for our organization, I understand that CADA reserves the right to make all booth assignments but will do so as equitably as possible. I understand that Exhibit fees must accompany this agreement in order to receive a booth assignment.

**BOOTH ASSIGNMENTS:** Following the first choice of Medallion Sponsors, booths are assigned based on the order in which **payments & completed applications** are received at CADA Central. If you would like to be a Medallion Sponsor please contact CADA Central at (831) 464-4891. CADA reserves the right to reject any potential registrant &/or withhold badges at the sole discretion of CADA staff. In the event CADA does not accept a registration, CADA will promptly refund all conference registration fees paid if the applicant is not accepted.

**CADA WILL PROVIDE:** An 10' x 10' x 8' foot tall fully draped booth, one six-foot draped table and a 7" x 44" sign, ordered by GES Exposition Services. One 500-watt electrical outlet will be provided for booths sold up to 30 days prior to the convention. Any exhibitor requiring any additional electricity on-site or within 30 days will pay the going rate to the decorating company. The exhibit area is fully carpeted. CADA Exhibitors may purchase discounted cartload services through the GES service packet. **All items associated with the booth must stay within the confines of the booth. Exhibitors wanting to exceed the 8 ft. height must get pre approval from CADA Central and will be strategically placed.**

**MULTIPLE BOOTH SPACES:** If more than one booth space is purchased, the first booth will always be at the rate of \$1,175 & additional booths at the rate of \$1,125, respectively.

**LIABILITY:** It is agreed that CADA &/or the Grand Sierra Resort will not be responsible for any loss, damage, or injury that may occur to the exhibitor, exhibitors' employees, or the exhibitors' property, from any cause whatsoever, prior to, during, or subsequent to the period covered by this agreement. However, CADA will provide 24-hour security service in the exhibit area & do all in its power to prevent theft & damage to the exhibits.

**IT IS THE ENTIRE RESPONSIBILITY OF THE EXHIBITOR** to protect, indemnify, defend & hold harmless CADA, the Grand Sierra Resort, & all related parties from all damages & claims resulting from the use of the exhibition premises except where the claim results from the negligence of CADA, the Grand Sierra Resort, & all related parties. **Exhibitors acknowledge that they carry general liability insurance & that they will issue a certificate of insurance naming CADA as additionally insured for the duration of the convention & three days before & after set up & breakdown.**

**REMOVAL:** No part of the exhibit shall be removed during or prior to the end of the final exhibit session of the convention without specific written permission of CADA. **Dismantling a booth &/or vacating the Exhibit Hall before the end of the last exhibit session may result in a \$500 booth surcharge for subsequent conventions.**

**DAMAGE:** No signs or articles may be affixed, nailed or otherwise attached to walls, doors, or other hotel property. No attachments may be made to the floor by nails, screws, or other devices that would cause damage. All space is leased subject to these restrictions. Violations could result in voiding this contract.

**SAMPLES:** Food/drink samples may only be distributed to attendees within the exhibit areas. "Samples" are defined as "bite" or "drink" sized portions. The management reserves the right to revoke these privileges if these guidelines are violated. No alcohol is to be distributed by exhibitors.

**EXHIBIT SALES:** Sale of items from an exhibit booth is prohibited. You are welcome to take orders, but not exchange products for compensation.

**SUITCASING POLICY:** As defined by the International Association of Exhibitions & Events, suitcasing is a practice on the part of any attendee who is observed to be soliciting business in the aisles or other public spaces, &/or in another company's booth. All materials must be distributed from the booth & not in the public areas of the convention. Any person violating or suspected of violating this policy may be removed from the conference, prohibited from attending the remainder of the conference & prohibited from attending future CADA conferences at the sole discretion of CADA staff.

The following terms & conditions shall be part of the vendor's agreement to exhibit at the CADA State Convention. These conditions are not negotiable. By registering to exhibit the vendor agrees & accept these terms & conditions. Violation of the terms & conditions of this policy will result in review & action by the CADA Board of Directors including denial of exhibit space or removal of exhibit.

1. No alcohol is to be distributed by exhibitors in the Exhibit Hall.
2. Exhibits are to stay within the designated booth area. Booths are 10 ft. deep, 10 ft. wide & 8 ft. high. You must obtain permission to exceed the height & will be strategically placed.
3. Booths are not to have solid sides that would impede or restrict the vision of neighboring booths. (From the back of the booth out 4' the sides may be 8' high; from that point to the aisle the sides may only be 4' high. This includes plants, balloons, & any structure that may impede or restrict the vision of the neighboring booths.)
4. Vendor shall follow all booth setup standards set forth by IAEE (see page 2 of this agreement for these standards).
5. Exhibits are not to infringe on other vendors' space. This includes, but is not limited to, noise level, hanging props, laser equipment, &/or flashing lights. Lighting should not project onto other exhibits, walls, ceilings, &/or show aisles. Exhibitors may use sound equipment in their booths as long as the noise level does not disrupt the activities of neighboring exhibitors.
6. Noise levels must be held to an 80-decibel maximum at all times. Show Management will monitor the 80-decibel regulation on-site. If an exhibitor is in violation of the 80-decibel regulation, they will receive one warning. If the exhibitor continues to operate noisemaking exhibits in excess of 80-decibels after the first warning, Show Management reserves the right to cut the power of the offending mechanism, or otherwise ensure the noisemaking mechanism is shut off. Any expenses incurred in this instance will be the sole responsibility of the exhibitor.
7. Only 1 exhibitor &/or vendor can exhibit per booth. No subleasing or sharing of booths.
8. **Exhibitors, Affiliates, Attendees or Sponsors are not to arrange, plan, or otherwise involve attendees, themselves or their company in any activities outside of the convention schedule, from the starting of the CADA Convention, through the closing of the convention. Any individual violating this policy will be asked to leave the convention & may be put on probation (restricted from attending all CADA functions) for a minimum of one or more years.** Examples of this are including but not limited to: planned parties/events in hotel suite, clubs & other venues on or off site.
9. Vendors & their personnel are to treat all convention attendees, convention center staff, & CADA personnel involved with the convention in a professional & courteous manner. Argumentative & disruptive behavior is unacceptable & will not be tolerated.
10. All promotional materials are to be distributed or handed out at the vendor's booth only. Vendors are not allowed to have employees stationed at any other location in the exhibit hall distributing their material or handouts.
11. All publications offered for sale by any vendor must be sold through the CADA Convention Store. Arrangements to sell these materials can be made (60) days before the convention. There is no selling of goods or services in the exhibit hall.
12. No vendor personnel or volunteer under the age of eighteen (18) or in high school shall be allowed in the exhibit hall without prior CADA written approval.
13. A vendor's booth(s) shall be occupied at all times when the exhibit hall is open. Vendors are not to close down their booth(s) prior to the designated time. Violators may pay a \$500 retainer to exhibit at future shows.
14. Vendors shall follow all rules & adhere to all restrictions communicated by CADA or the facility management group.
15. Vendor agrees to do business in accordance to CADA's Code of Ethics, which can be found at [www.cada1.org/affiliates](http://www.cada1.org/affiliates).
16. Registration for the CADA Convention as an Exhibitor is not complete until this registration form is processed & accepted by CADA.

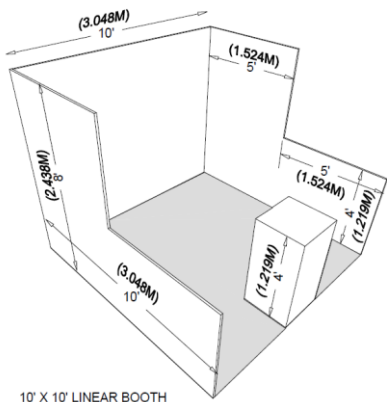
**PAYMENT MUST BE RECEIVED BEFORE BOOTH IS BOOKED.**  
**CERTIFICATE OF INSURANCE MUST BE SUBMITTED PRIOR TO SHOW.**

# BOOTH SETUP GUIDELINES

These are the industry standards set forth by IAEE (International Assoc. of Exhibitions & Events).

## Linear Booth

Linear booth(s) or “in-line” booths are arranged in a straight line and have neighboring exhibitors on their immediate right & left, leaving only one side exposed to the aisle.

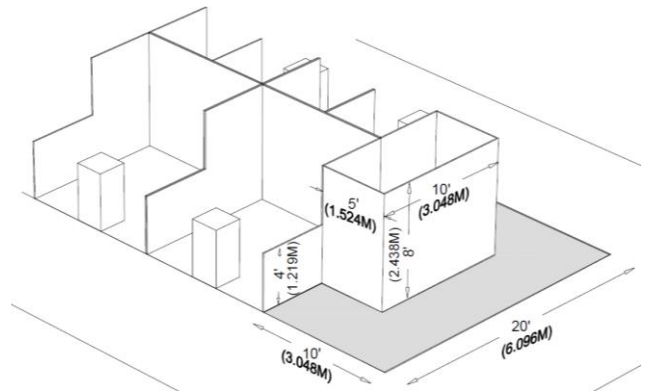


10' X 10' LINEAR BOOTH

Please Note:  
Booths are 10' ft. deep by 10' ft. wide and should not exceed 8' ft. in height.

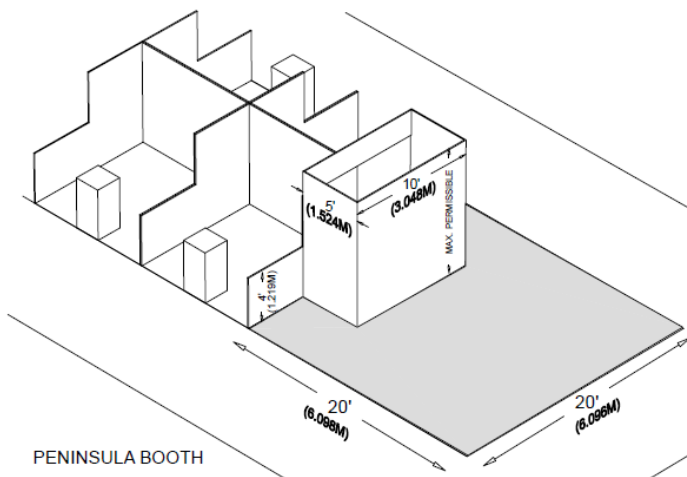
## End-cap Booth

An End-cap Booth is exposed to aisles on three sides and comprised of two booths.



## Peninsula Booth

A peninsula booth is exposed to aisles on 3-sides & comprised of a minimum of 4-booths.



PENINSULA BOOTH

These are the standards set forth by IAEE. All exhibitors are expected to follow these standards when setting up their booth.

Any exhibitor that does not follow these guidelines may be required to take down or reconstruct their booth on show site.

**Linear or “in-line” booths cannot exceed 8 ft. in height unless they are on a perimeter wall.**

If you are in any doubt - we encourage you to send us your booth design before the conference to ensure you are within the guidelines. Contact CADA Central if you would like to submit your booth design.

\* IAEE (International Association of Exhibitions & Events)

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