

# 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 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 Erica at 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 registration, CADA will promptly refund all conference registration fees paid if the applicant is not accepted.

**CADA WILL PROVIDE** A 10' x 10' x 8' foot tall fully draped booth, one six-foot draped table & a 7' x 44" sign, ordered by CADA's expo service company. One 500-watt electrical outlet will be provided for booths sold up to 30 days before the convention. **Any exhibitor requiring 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 CADA's expo service company packet. **All items associated with the booth must stay within the confines of the booth. Exhibitors wanting to exceed 8 ft. in height must get pre-approval from CADA Central & 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 **\$1,300** & additional booths at the rate of **\$1,250**, 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, before, during, or after 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 before 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:** The 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 & accepts 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. The booths are 10 ft. deep, 10 ft. wide & 8 ft. high. You must obtain permission to exceed the height & 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' for 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. The vendor shall follow all booth setup standards set forth by IAEE (see page 4 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 if the noise level does not disrupt the activities of neighboring exhibitors.
6. Noise levels must always be held to an 80-decibel maximum. Show Management will monitor the 80-decibel regulation on-site. If an exhibitor violates the 80-decibel regulation, they will receive a warning. If the exhibitor continues to operate noisemaking exhibits above 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 start of the CADA Convention, through 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 include but are not limited to planned parties/events in hotel suites, 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 always be occupied when the exhibit hall is open. Vendors are not to close their booth(s) before 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 under 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.
17. **Exceptions to these rules may be made on a case-by-case basis at the sole discretion of CADA. Further, CADA may, in its reasonable discretion and in compelling circumstances, enact additional rules and decisions as may be necessary or advisable to ensure that the event is safe, orderly, pleasant, and free from undue distractions. CADA reserves the right to eject any person(s) violating CADA convention rules or decisions.**

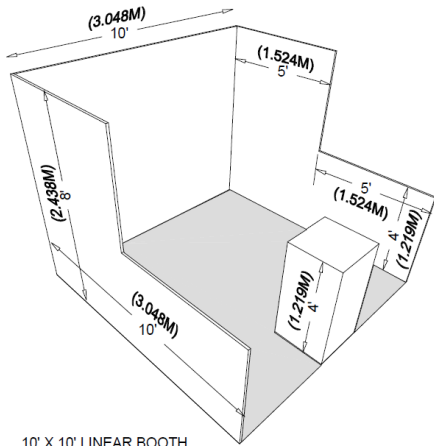
**ALL PAPERWORK MUST BE PROPERLY FILLED OUT & SIGNED WITH PAYMENT BEFORE BOOTH IS BOOKED.**  
**CERTIFICATE OF INSURANCE MUST BE SUBMITTED PRIOR TO SHOW.**

# BOOTH SET UP GUIDELINES

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

## Linear Booth

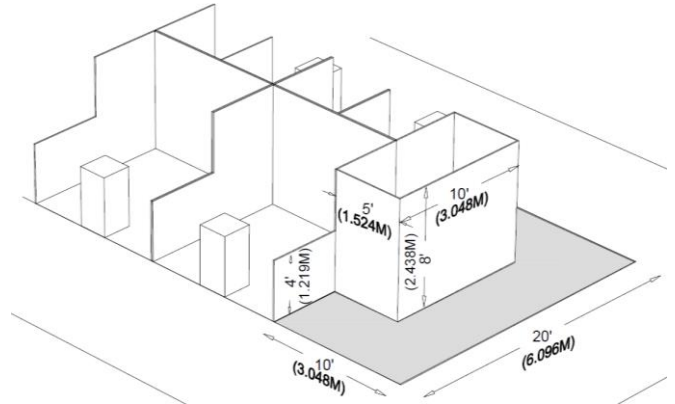
Linear booth(s) or "in-line" booths are arranged in a straight line and have neighboring exhibitors on their immediate right & left, leaving only one side exposed to the aisle.



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

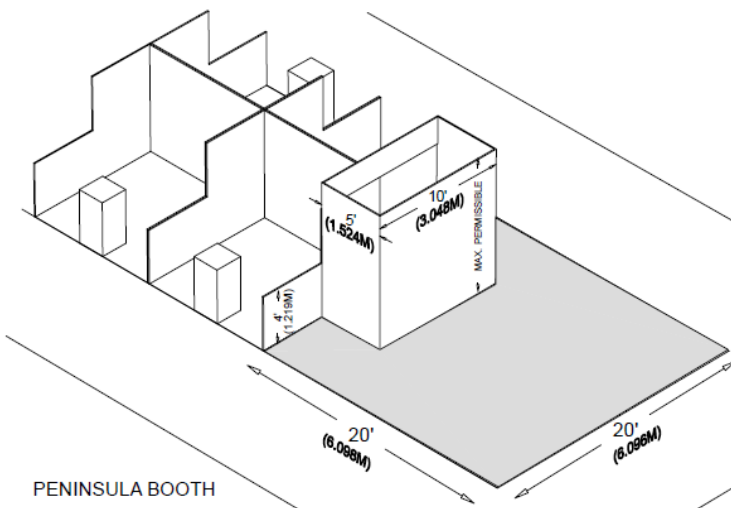
## End-cap Booth

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.



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)

**ALL PAPERWORK MUST BE PROPERLY FILLED OUT & SIGNED WITH PAYMENT BEFORE BOOTH IS BOOKED. CERTIFICATE OF INSURANCE MUST BE SUBMITTED PRIOR TO SHOW.**

Company: \_\_\_\_\_ Name: \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_