



2020 CONTENT + EXPERIENCE SHOWCASE SPACE CONTRACT

SEPTEMBER 16 & 17, 2020 | LAS VEGAS CONVENTION CENTER | LAS VEGAS, NV | WWW.DSE2020.COM

EXHIBITOR INFORMATION

Used for your exhibit identification, event directory, event website exhibitor listings, badges, etc.

Company Name: _____
 Address: _____
 City: _____ State: _____ Zip/Postal Code: _____ Country: _____
 Phone: _____ Fax: _____
 Parent Company (if applicable): _____ Website: _____
 Company Twitter Handle: _____ Facebook: _____ Instagram: _____
 Primary Contact: _____ Title: _____
 Email: _____ Phone: _____
 Billing Contact: _____ Email: _____
 Contact to Receive Exhibitor Kit: _____ Email: _____
 Marketing Contact: _____ Email: _____
 At-Show Contact: _____ Cell: _____

I understand this application becomes a binding contract when accepted by DSE/Exponation. I understand that our deposit and payments are not refundable, and I agree to remit the balance according to the payment schedule below. I agree to abide by the Conditions/Rules & Regulations detailed on page 2 of this contract and published in the exhibitor kit. I also agree not to sublet my space or share it with non-exhibiting partners.

Signature Required >

Agreed to by _____ Date _____

BOOTH REQUEST

BOOTH NUMBER _____

Cost of 5' x 8' turnkey space includes, at no extra charge, backwall/side-wall construction, one 500 watt electrical drop, one pre-built 40" high x 39" wide x 18" deep counter, standard carpeting, graphic header, one standard bar stool and one waste basket.

EXHIBITION SPACE LOCATION: DSE reserves the right, in its sole and absolute discretion, to determine who will be permitted to display products as an exhibitor, and the size, location and configuration of exhibition space for which application is made. Exhibiting at prior shows, nature of product displayed, number of booths requested and other factors may influence, but does not guarantee location of exhibition space.

Exhibitors may use other company's products or technology to display their own products or technology. However, two rules apply for this practice:

1. If the products or technology you are using comes from another DSE exhibitor:
 - a. Small static (max. 12" X 6") signage is allowed to identify the company's product(s) being used.
2. If the products or technology you are using comes from a company NOT EXHIBITING at DSE:
 - a. No signage or any form of advertising or promotion of that company's products or technology is permitted within your exhibit space.
 - b. Personnel from that company ARE NOT permitted to work in your exhibit during the show.
 - c. Personnel from that company ARE NOT permitted to be badged as if they were employees of your company.
 - d. That company's brochures or sales materials cannot be distributed in your exhibit space.

FEES & REMITTANCE

2020 CONTRACT RATE: \$5,000

2020 DSF RATE: \$4,500

_____ TOTAL SQ. FT. x \$ _____ = \$ _____ TOTAL BOOTH PRICE

PAYMENT SCHEDULE (Invoices will be emailed to Primary and Billing Contacts):

- 20% booth payment due upon contract signing
- Additional 40% booth payment due June 26, 2020 (exhibitors will be invoiced approximately 30 days prior)
- Final 40% booth payment due August 14, 2020 (exhibitors will be invoiced approximately 30 days prior)

FAX BOTH PAGES OF CONTRACT (INCLUDING INITIALS ON PAGE 2)
TO: 770-518-0022

PAYMENT BY CHECK OR CREDIT CARD

Make checks payable to Exponation, LLC and send to 50 Glenlake Parkway, Suite 430 | Atlanta, GA 30328.

To pay by credit card, login to your exhibitor account at digitalsignageexpo.net.

NOTE: Please review and confirm acceptance of all Conditions/Rules & Regulations of this agreement on page 2.

DO NOT COMPLETE BELOW THIS LINE—FOR EXPO MANAGEMENT USE ONLY

Verified DSF MEMBER YES NO

Application received by _____ Date _____

EXPOSITION CONTRACT CONDITIONS/RULES & REGULATIONS

The following terms and conditions shall apply to this agreement and are binding upon the parties hereto:

1. Space assignments will be made on a first-come, first-served basis and only on receipt of the required gross space rental as a deposit. **Deposit and subsequent payments are not refundable.** The balance of gross space rental is immediately due upon the signing of this contract. Exhibitor will be allowed the payment schedule shown on the face of this contract. Payments not received according to the payment schedule will result in space cancellation with no refund of previous deposit. If the show is cancelled for any reason, exhibitor will receive a full refund. **Exhibitors that wish to downsize their contracted exhibit space will be subject to a "downsizing fee" that is equal to seventy-five percent (75%) of the difference between the original exhibit space rental fee and the smaller exhibit space's rental fee.** For example, if an exhibitor wants to downsize from an exhibit space that costs \$20,000 to one that costs \$14,000, the downsizing fee would be 75% of the difference. In this example, the downsizing fee would be: \$20,000 minus \$14,000 (which equals \$6,000) times 75%. So, the fee would be \$4,500 and the smaller exhibit space cost would be \$4,500 + \$14,000 or \$18,500.

2. Exhibit space is open for sale to manufacturers of digital signage products and services and manufacturers of interactive technology products and services. Show Management reserves the right to determine eligibility of exhibitor for inclusion in the Show, prior to or after execution of the agreement.

3. Cost of in line space includes, at no extra charge, an eight-foot-high background drape, a 33-inch-high side rail curtain divider and an appropriate identification sign bearing the company name as it appears on the space rental agreement. Booth size is indicated on the official floor plan, which is included and becomes a part of this space rental agreement, as measured along the back dimension from the centers of the upright poles. Bulk space (20 ft. x 20 ft. or larger) is supplied as an "island" and backwall/sidewall drape and signage are not supplied.

4. **Exhibitors are not permitted to assign or sublet a booth or any part of the space allotted to them by the space rental agreement. Nor shall they exhibit, or permit to be exhibited in their space, any merchandise or advertising materials which are not part of their company's regular products or services.**

5. Installations of exhibits must be done during targeted move-in time between 12-5 PM on Sunday, September 13, 7 AM-8 PM on Monday, September 14, and 7 AM-8 PM on Tuesday, September 15, 2020. If exhibit is not installed and ready for show opening by 8 AM on Wednesday, September 16, show management reserves the right to assign that space to another exhibitor, or make such other use of the space as deemed necessary or appropriate with no refund eligible to the exhibitor. Setup hours are subject to change by show management.

6. Show hours are as follows: Wednesday, September 16: 10 AM-5 PM and Thursday, September 17: 10 AM-5 PM. Show hours are subject to change by show management.

7. Exhibits are to be kept intact until the closing of the show at 5 PM on Thursday, September 17, 2020. It is also specifically noted that all contents must be removed by Noon, Friday, September 18, 2020. **It is also agreed that material not removed by this time and date will be declared abandoned and removed by show management at exhibitor's expense and disposed of at show management's discretion.**

8. Show management reserves the right to decline to permit an exhibitor to conduct and maintain an exhibit if, in the sole judgment of show management, said exhibitor or exhibit, or proposed exhibit, shall in any respect be deemed unsuitable. This reservation relates to persons, conduct, articles of merchandise, printed matter, souvenirs, catalogs, and any other thing, without limitation, which affects the character of the exhibit and, therefore, the show. The use of loudspeakers, recording equipment, video displays and radios, or the use of operating machinery which is sufficient volume to annoy neighboring exhibitors will not be permitted.

9. Distribution of literature and souvenirs from booth to booth or in the aisles is forbidden. Exhibitors must confine their exhibit activities to their contracted exhibit space.

10. It is specifically declared that all exhibitors will confine their activities to conform to specifications set out for the exhibit hall by the general agreements between Digital Signage Expo and exhibition hall management, and also for specifications for the exhibit hall and the directions of the Fire Marshal's office for exhibits within the hall.

11. Exhibitor agrees to protect, save and hold Digital Signage Expo, Exponation LLC, Shepard Exposition Services, the Las Vegas Convention and Visitors Authority, and all agents and employees thereof (hereinafter collectively called Indemnitees) forever harmless for any damages or charges imposed for violation of any law or ordinance, whether occasioned by the negligence of the exhibitor or those holding under the exhibitor, and save, and hold harmless the Indemnitees against and from any and all losses, costs, damage, from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises, or any part thereof. Watchmen will be furnished, but the furnishing of such watchmen will not be deemed to affect the non-liability of this section of the agreement. If insurance is desired, it must be secured by the exhibitor. It is recommended that exhibitors take individual precautionary measures such as securing easily transportable articles of value and the removal of same to a place of safekeeping after exhibit hours, or while the exhibit is no manned. It is further agreed that all material brought by the exhibitor is the responsibility of the exhibitor and that show management hereby disclaims all responsibility for these articles. The parties hereto acknowledge that the foregoing disclaimer of liability has been negotiated between the parties and is reflected in the charges applicable to this agreement.

12. Exhibitor agrees to provide a current Certificate of Insurance evidencing at least \$1,000,000 in general liability insurance in force and indicating Digital Signage Expo, Exponation LLC, Shepard Exposition Services and the Las Vegas Convention and Visitors Authority as additional insureds with the Certificate Holder indicated as Exhibition Services Department, Exponation, LLC, 50 Glenlake Parkway, Atlanta, GA 30328, at least 60 days prior to the move-in date.

13. In the event of postponement of the show for any cause, it is agreed that show management shall have a period of up to 270 days from the postponement date to reschedule and reproduce the show. If the show is rescheduled and reproduced within this period, it is agreed that all aspects of this agreement remain intact and that exhibitor will reschedule his exhibit in order to participate in the rescheduled exposition.

14. It is specifically agreed that show management has the right to amend or alter the terms and conditions of this agreement from time to time as need arises provided show management gives adequate notice (5 days) to the exhibitor. Each exhibitor, for himself, his agents and employees, agrees to abide by the Contract Conditions/Rules & Regulations as published by show management and noted herein and any future alternations or modifications as described by this paragraph and all rules and regulations published in the official Exhibitor Services Kit.

15. It is agreed that all disputes arising from this agreement or participation in the show described by this agreement shall be adjudicated under Georgia law in the courts of Fulton County, Georgia.

16. Exhibitor grants Show Management & Show Management's vendors permission to communicate directly to the exhibitor by email and other forms of electronic communication.

17. Exhibitor shall be solely responsible for all intellectual property, media and other content, in any and all formats (collectively, the "Content"), which is displayed, published, demonstrated, played, or otherwise found within its exhibit. Exhibitor warrants that it has the right to display, publish, demonstrate, play, or otherwise use the Content within its exhibit, and that such use does not infringe the intellectual property and other rights of third parties. Exhibitor further warrants that its use of the Content in its exhibit is and shall be compliant with all applicable laws, statutes, rules and regulations and contract regarding the use of the Content.

_____ **Initial here to acknowledge agreement to contract conditions, rules and regulations.**