



# SC11

## Washington State Convention Center, Seattle, WA

### Exhibition: November 14 - 17, 2011

### Conference: November 12 - 18, 2011

**EXHIBITOR'S CONTRACT**

The undersigned (hereinafter, called the "Exhibitor") hereby applies for space in SC11, sponsored by the Association for Computing Machinery SIGARCH and the IEEE Computer Society (hereinafter called "Sponsors.")

\_\_\_\_\_

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

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

City /State/Zip/Country \_\_\_\_\_

Contact \_\_\_\_\_

Title \_\_\_\_\_

\*Telephone (\*Non-U.S. companies list country and city telephone/fax codes.) \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Web \_\_\_\_\_

**BOOTH PREFERENCES:** All exhibit space is priced at \$39.00 per square foot (U.S. dollars). Please indicate below your preference for location and configuration of booth space:

Booth Configuration:  In-Line     Island     Peninsula

If you request in-line, do you want a corner? yes    no

*Indicate the booth numbers you prefer for assignment:*

1st choice : \_\_\_\_\_ 2nd choice : \_\_\_\_\_ 3rd choice: \_\_\_\_\_

4th choice : \_\_\_\_\_ 5th choice : \_\_\_\_\_ 6th choice: \_\_\_\_\_

Comments: \_\_\_\_\_

*Preferred size:* #1 choice \_\_\_\_\_ x \_\_\_\_\_ #2 choice \_\_\_\_\_ x \_\_\_\_\_

#3 choice \_\_\_\_\_ x \_\_\_\_\_ Comments: \_\_\_\_\_

*Optional:*

Our preference is to be located **near** the following companies:

\_\_\_\_\_

Our preference is to be located **away from** the following companies:

\_\_\_\_\_

Comments: \_\_\_\_\_

**For booth assignment purposes, please indicate your product category:**

- |                                         |                                          |                                                  |
|-----------------------------------------|------------------------------------------|--------------------------------------------------|
| <input type="checkbox"/> Analytics      | <input type="checkbox"/> Climate         | <input type="checkbox"/> Cloud                   |
| <input type="checkbox"/> Communication  | <input type="checkbox"/> Data Management |                                                  |
| <input type="checkbox"/> Energy         | <input type="checkbox"/> Grid            | <input type="checkbox"/> Heterogeneous Computing |
| <input type="checkbox"/> Networking     | <input type="checkbox"/> Server          | <input type="checkbox"/> Storage                 |
| <input type="checkbox"/> Supercomputing | <input type="checkbox"/> Tools           | <input type="checkbox"/> Visualization           |

**PAYMENT SCHEDULE:**

50% of total cost of exhibit space due January 14, 2011  
 50% balance due June 16, 2011  
 Amount due: \$\_\_\_\_\_ (U.S. funds)

**Avoid having your booth relocated... make required payments on time. Financial penalties apply for withdrawal or reduction, See paragraphs 13 and 14 on back of contract!**

**Make check payable to: ACM/IEEE SC11**

**Mail check to arrive by:** January 14, 2011

**Mail contract to:** SC11 Exhibition Management, Hall-Erickson, Inc., 98 E. Chicago Avenue, Suite 201, Westmont, IL 60559-1559 USA

**Credit Card Information:**

Visa    MasterCard    American Express

Credit card number: \_\_\_\_\_

Expiration date: \_\_\_\_\_

Name on credit card: \_\_\_\_\_

**ACCEPTANCE OF CONTRACT**

Exhibitor agrees to prepare an exhibit of its products or services, which shall be directly pertinent to the function of industry represented by the Exhibition. Exhibitor warrants that he has the authority to enter into this Contract on behalf of his/her company/organization and agrees to pay rental for the exhibit space and to adhere to the payment schedule outlined above. Exhibitor agrees to be bound by each and every condition, rule and regulation of this contract as printed on the reverse side of this contract, and as included in the exhibitor manual and in any correspondence outlining revised booth location or exhibit space size, that are made a part hereof and fully incorporated herein.

\_\_\_\_\_

Name

**Authorizing Signature**

\*Telephone (\*Non-U.S. companies list country and city telephone/fax codes.) \_\_\_\_\_

\_\_\_\_\_

E-mail

**FOR OFFICE USE ONLY    Phone: 630-434-7779, Fax: 630-434-1216**

Priority Points: \_\_\_\_\_

Booth # (s) \_\_\_\_\_ Depth \_\_\_\_\_ x Width \_\_\_\_\_ Total square footage \_\_\_\_\_

This Exhibitor's Contract shall not be accepted, and shall not be binding upon the Sponsors, until executed by the authorized representative(s) of the Sponsors, if ever, at which time it shall become a binding Contract between the parties hereto.

|           |       |
|-----------|-------|
| _____     | _____ |
| Signature | Date  |

# RULES GOVERNING EXHIBITION

**1. Sponsors: Principal Purpose.** The word "Sponsors" as used herein shall mean Sponsors as specified on reverse side. The word "Management" as used here in shall mean the Sponsors, their officers or committees or agents or employees acting for it in the management of the Exhibition. The Sponsors are educational, scientific and technical societies organized to provide a mechanism for promoting interchange between the various disciplines represented within the information processing community. As such, they sponsor Conferences and Exhibitions as one means of accomplishing this end. The main purpose of these Conferences and Exhibitions is educational and the Exhibition staged in conjunction with the Conference is a vital element of this educational process. No selling or order taking will be permitted on the Exhibition floor or other areas controlled by SC11 during the Exhibition. The Sponsors and the Exhibitor agree that the purpose of the Exhibition is exclusively for the education of persons attending the Conference, and will conduct themselves accordingly.

**2. Sub-Leasing.** Exhibitor may not sublet his/her space, nor any part thereof, nor exhibit, offer for sale, give as a premium, or advertise articles not manufactured or sold in his/her own name, except where such articles are required for the proper demonstration or operation of Exhibitor's display, in which case identification of such articles shall be limited to the regular nameplate or other identification which in standard practice appears normally on them. Exhibitor may not permit in the booth non-exhibiting companies' representatives. Rulings of the Management shall in all instances be final with regard to use of any exhibit space.

**3. Eligible Exhibits.** Management has sole right to determine the eligibility of any company or product for inclusion in the Exhibition.

**4. Limitation of Liability.** Neither the Sponsor, nor the Exhibition Management (Hall-Erickson, Inc.) nor the Washington State Convention Center nor the City of Seattle, nor any of their officers, agents, employees or other representatives, shall be held liable for, and they are hereby released from liability for, any damage, loss, harm or injury to the person or property of the Exhibitor or any of its officers, agents, employees or other representatives, resulting from theft, fire, water, accident or any other cause. The Exhibitor shall indemnify, defend and protect Sponsors, Management, the Washington State Convention Center and the City of Seattle against, and hold and save Sponsors, Management, the Washington State Convention Center, and the City of Seattle harmless from, any and all claims, demands, suits, liability, damages, loss, attorney's fees and expenses of whatever kind or nature, which might result from or arise out of any action or failure to act on the part of the Exhibitor or any of its officers, agents, employees or other representatives. All Exhibitors are required to provide for their own floater insurance coverage, protecting against damage, loss or theft, and business auto coverage.

**5. Installation - Showing - Dismantling.** Hours and dates for installation, showing, and dismantling shall be those specified by Management. Exhibitor shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the Exhibition before conclusion of this dismantling period as specified by Management.

**6. Damage to Property.** Exhibitor is liable for any damage caused to building floors, walls, or columns, or to standard booth equipment, or to other Exhibitor's property. Exhibitor may not apply paint, lacquer adhesive or other coating to building columns and floors or to standard booth equipment.

**7. Alcoholic Beverages/Food Distribution.** SC11 regulations prohibit the distribution of alcoholic beverages in the exhibit hall unless served at the Monday evening Gala.

**8. Attendance.** Management shall have sole control over admission policies at all times.

**9. Booth Representatives.** Exhibitor's booth representatives shall be restricted to employees of exhibiting company who are actually working in Exhibitor's booth. Booth representatives shall wear "EXHIBITOR" badge identification, furnished by Management, at all times. Management may limit the number of booth representatives at any time. All Exhibitor's company personnel other than those working in booth are to register as attendees at the Exhibition.

**10. Demonstration Equipment Placement.** All demonstration equipment including operator's position must be located at least two feet removed from the aisle line of the exhibit area. No display material and/or equipment can be placed in meeting rooms of the Convention Center or in conference hotels without written permission from Management. Exhibitor warrants and agrees that the Exhibitor is solely responsible for assuring that its exhibit, demonstration(s) and all related materials are accessible to persons with disabilities and complies with all applicable provisions of the Americans with Disabilities Act.

**11. Decoration.** Management shall have full discretion and authority in the placing, arrangement, and appearance of all items displayed by Exhibitor, and may require the replacing, rearrangement, or redecorating of any item or of any booth which Management deems inconsistent with the Principal Purpose of the Exhibition or inappropriate for any other reason, and no liability shall attach to Management for costs that may evolve upon Exhibitor thereby. Exhibitors building special background or side dividers must make certain that the surfaces of such dividers are finished in such a manner as not to be unsightly to Exhibitors in adjoining booths. If such surfaces remain unfinished at Noon on opening day of the Exhibition, Management shall authorize the official decorator to effect the necessary finishing and Exhibitor must pay all charges involved thereby.

**12. Exhibitor's Representatives' Responsibility.** Exhibitor agrees to indemnify Management against and hold it harmless for any claims arising out of the acts or negligence of Exhibitor, his/her agents or employees.

**13. Exhibitor's Withdrawal.** Fifty percent of total cost of exhibit space under contract will be retained by SC11 when written notice of intent to withdraw is received at the SC11 Exhibition Management office prior to 06-16-2011. No refunds will be issued for withdrawal notices received on or after 06-16-2011. Withdrawal notice does not eliminate financial liability of balance due when withdrawing.

**14. Exhibit Space Reduction.** Exhibitors who reduce contracted exhibit space prior to 6-16-2011 will be charged 50% of originally purchased exhibit space plus an additional 10% penalty on originally blocked space. If request to reduce space is received after 6-16-2011, exhibitor shall remain liable for the total rental amount (including any balance due) of

its original square footage, and SC11 will be entitled to retain all sums previously paid. Such replacement exhibit space(s), if any, shall be provided based on availability as determined at Management's sole discretion. Additional charges may apply, depending on final booth size.

**15. Insurance Requirements.** All exhibitors participating in SC11 are required to obtain general public liability insurance in the amount of one million dollars (\$1,000,000) per occurrence. ACM, IEEE and Hall-Erickson, Inc. shall be named as additional insureds on the general liability policy. Such insurance maintained by the exhibitor must be issued by an insurance company with an A.M. Best rating of AVIII or higher and shall include coverage of the indemnification obligations of the exhibitor under these rules and regulations. Each exhibitor is also required to carry workers compensation protecting employees in accordance with the laws of the state in which the exhibition is being held. Nothing in this paragraph shall limit the amount of liability an exhibitor may be responsible for.

**16. Exhibitor's Discussions; Costumes; Promotion.** Exhibitor shall not engage in any activities in the aisles or in booths other than his/her own. Exhibitor's representatives wearing distinctive costumes, or carrying banners or signs separately or as part of their apparel must remain in their own booths.

**17. Failure to Hold Exhibition.** Except as the Exhibitor's rental obligations may be reduced as set forth in paragraph 13, the Exhibitor is responsible for total booth rental irrespective of the reason for the cancellation by the Exhibitor because of the failure of an Exhibit to arrive for any reason, or cancellation by Sponsors of the Exhibition, in whole or in part, as the result of riot, strike, civil disorder, act of war, act of God, or any other reason of any kind whatsoever not within Sponsors' control.

**18. Floor Load.** Under no circumstances may the weight of any equipment or exhibit material exceed the hall's maximum floor load. Exhibitor accepts full and sole responsibility for any injury or damage to property or person resulting from failure, knowingly or otherwise, to distribute the load of his/her exhibit material in conformity with the maximum floor load specifications.

**19. Flammable Materials.** No flammable fluids or materials of any nature may be used in any booth and/or decorative materials, including any materials the use of which is prohibited by national, state or city fire regulations.

**20. Lotteries; Contests.** The operation of games of chance or lottery devices, or the actual or simulated pursuit of any recreational pastime is permitted only on written approval from Management.

**21. Noise and Odors.** No noisy or obstructive work will be permitted during open hours of the Exhibition, nor will noisily operating displays, nor exhibits producing objectionable odors, be allowed.

**22. Obstruction of Aisles or Booths.** Any demonstration or activity that results in excessive obstruction of aisles or prevents ready access to nearby Exhibitor's booth shall be suspended for any periods specified by Management.

**23. Regulations Governing Displays.** Regulations relating to maximum allowable heights of back wall and sidewall display panels are included with Exhibitor Manual to be distributed in August 2011.

**24. Rejected Displays.** Exhibitor agrees that his/her exhibit shall be admitted and shall remain from day to day solely in strict compliance with the rules herein laid down. Management reserves the right to reject, eject, or prohibit any exhibit in whole or part, or Exhibitor or his/her representatives, with or without giving cause. If cause is not given, liability shall not exceed the return to Exhibitor of the amount of rental unearned at the time of ejection. If an exhibit or Exhibitor is ejected for violation of these rules or for other stated reasons, no return shall be made.

**25. Safety Devices.** Exhibitor agrees to accept full responsibility for compliance with national, state, and city regulations in the provision and maintenance of adequate safety devices and conditions for the operation of machinery and equipment.

**26. Samples; Souvenirs.** Samples, souvenirs, publications, etc. may be distributed by Exhibitor only from within his/her booth. The distribution of any article that interferes with the activities in or obstructs access to neighboring booths, or that impedes aisles, is prohibited. Balloons (air or helium) are prohibited.

**27. Signs; Sign Copy; Illumination.** No "sold" signs of any nature which designate prices or notices of "sales", etc., are permitted. Electric flashers are prohibited. Should the wording on any sign or area in an Exhibitor's booth be deemed by Management to be contrary in any way to the best interest of the Exhibition, Exhibitor shall make such changes or remove sign as requested by Management. Management's decision will be final in such matters.

**28. Sound Amplifying Reproducing Equipment.** The use of sound systems is permissible, provided they are not audible more than 3 feet into the aisle or into neighboring booths, and that the sound is directed exclusively into the Exhibitor's booth. Management shall have absolute control over this regulation, the intent of which is to ensure that sound systems shall not be audibly objectionable to neighboring Exhibitors. Sound amplification may be used by an Exhibitor only for the dissemination of information to the SC11 audience directly relating to products and/or services of the particular Company displaying such products and/or services at SC11.

**29. Amendment to Rules.** Any matters not specifically covered by the preceding Rules shall be subject solely to the decision of Management. These Rules may be amended at anytime by Management, and all amendments so made shall be binding on Exhibitor equally with the foregoing Rules and Regulations.

**30. Agreement to Rules.** Exhibitor, self and employees, agrees to abide by the foregoing Rules and by any amendments that may be put into effect by Management.