

STANDARD EXHIBIT SPACE APPLICATION AND CONTRACT

**100th Annual Conference of the College Art Association
Los Angeles, February 22–25, 2012**

AND THE COLLEGE ART ASSOCIATION

BETWEEN THE EXHIBITOR

STANDARD BOOTH \$ _____

ADDITIONAL BOOTH(S) \$ _____

HALF STANDARD BOOTH \$ _____

TOTAL \$ _____

50% DEPOSIT ENCLOSED \$ _____

BALANCE DUE BY DECEMBER 9 \$ _____

BOOTH PRICES AND PAYMENT

First Standard Booth	\$1,275
Single Standard Aisle Corner Booth	\$1,350
Additional Booths	\$1,175
Half Standard Booth	\$ 650

BOOTH CHOICES

Review floor plan and list in order of preference. If your choices are already assigned, you will be assigned a booth close to those selected.

(1) _____ (2) _____ (3) _____ (4) _____

PRIORITY DEADLINE FOR APPLICATIONS IS OCTOBER 28, 2011.

DEADLINE FOR APPLICATION CONTRACT AND FULL PAYMENT IS DECEMBER 9, 2011.

Make checks payable to the College Art Association. Checks must be drawn on a US bank in US dollars. Visa, MasterCard, American Express, and Discover accepted.

CREDIT CARD NO.

EXP. DATE

AUTHORIZED SIGNATURE

CONTACT

TITLE

ADDRESS

CITY

STATE

ZIP

TELEPHONE

FAX

EMAIL ADDRESS

WEBSITE

BOOTH ID SIGN/PROGRAM LISTING

Exhibitor agrees to this contract for the use of the Exhibit Hall, and is bound by the Terms and Conditions set out in the preceding pages, and to any amendment thereto by CAA. Exhibitor agrees to the booth location assigned by CAA unless Exhibitor rejects such location within fourteen (14) days of notification by CAA.

SIGNATURE

DATE

NAME

TITLE

TELEPHONE

EMAIL ADDRESS

NOTE: This document, when signed by CAA, constitutes a binding legal agreement. By the above signature, the individual represents and warrants that he/she is duly authorized to execute this binding contract on behalf of Exhibitor and that all terms and conditions of the Contract (pp. 18–20) are understood and accepted.

Accepted by the College Art Association:

SIGNATURE

DATE

Return this form to: Paul Skiff, College Art Association
50 Broadway, 21st Floor, New York, NY 10004, Fax: 212-627-2381, pskiff@collegeart.org.

CONTRACT

Character of Exhibits and Promotion and Sale of Merchandise

The purpose of the book and trade exhibit (the "Exhibit") at the Annual Conference of the College Art Association ("CAA") is to complement the program of the Annual Conference by educating CAA members as to currently available art- and art-history-related products, publications, and services and to give Exhibitor the opportunity to stimulate a demand for these. Within this philosophy, it is expected that Exhibitors will market their products to their fullest worth and stimulate future sales of merchandise. While retail sales are not expressly prohibited, the nature of the show is better suited to the distribution of promotional material and the taking of orders to be processed at the close of the conference or at some future date. If the Exhibitor intends to sell and deliver merchandise directly to attendees, it is the sole responsibility of the Exhibitor to obtain the necessary permits from the City of Los Angeles/State of California and to collect and remit any taxes due for any and all items sold.

Use of Exhibits

Only official Exhibitors are permitted to represent products at the Exhibit. Solicitations by any other company or person are strictly prohibited. The distribution of promotional material or canvassing by Exhibitor is restricted to the Exhibitor's own booth space and designated areas only. Nothing shall be attached to any surface of the exhibit hall. Distribution of promotional gummed stickers or labels is strictly prohibited. At the sole discretion of CAA, designated contractors, or Los Angeles Convention Center, anything deemed necessary or proper for the protection of the building, equipment, or furniture will be required, and these provisions will be the responsibility of the Exhibitor.

Conference Registration

Exhibitors purchasing Standard Exhibit Booths are provided with two complimentary conference registrations per paid booth (or one per Half-Standard Exhibit Booth), providing access to conference sessions and nonticketed special events. Exhibitors may purchase additional registrations at the discounted CAA member rate.

Exhibitors may request a limited number of Exhibit Hall Only Badges for individuals staffing trade-fair booths. A limited number of Exhibit Hall Passes are also available for Exhibitors' clients and guests. These badges and passes are good

for admission to the Exhibit Hall only and are not valid for any other conference event. Forms for submitting the names of booth personnel and additional guests are included in the confirmation package.

Tabletop Exhibitors receive two Exhibit Hall Only Badges for individuals staffing their displays and a limited number of Exhibit Hall Passes for clients and guests. Exhibitor Badges and Exhibit Hall passes are good for admission to the Exhibit Hall only and are not valid for any other conference event. Tabletop Exhibits do not receive complimentary conference registration, but may purchase a limited number of full conference registrations at the discounted CAA member rate.

Exhibit Space

Exhibits must be confined to the booth limits as indicated on the floor plan. No special signs, booth construction, apparatus, lighting fixtures, etc., will be permitted above 8 feet high; the maximum height along the side wall, including the display of books and products, may not exceed 60 inches for the first 5 feet from the aisle. Interference with the light or space of other Exhibitors is not permitted. Noisy or objectionable equipment, devices, or materials producing unpleasant or noxious smells are not permitted. It is the Exhibitor's responsibility to keep sound levels within the confines of the booth area. Exhibitors who fail to adhere to this clause may be asked to leave the Exhibit without any refund of fees or compensation for expenses.

Space and Rental Fees

STANDARD EXHIBIT SPACE

The Application and Contract for the use of Exhibit Space provides for an 8-foot x 10-foot standard draped exhibit booth only. An identification sign carrying the Exhibitor's name and booth number is provided at no extra cost. A fee of \$1,275 for the first standard exhibit booth in the Exhibit Hall and \$1,175 for each additional standard exhibit booth, will be charged for rental of the Exhibit Space. Prices do not include booth furnishings, electrical, internet service, or labor.

TABLETOP EXHIBIT SPACE

The Application and Contract for use of the Tabletop Exhibits space provides for space to accommodate one 6-foot long table and two chairs only. An identification sign carrying the Tabletop Exhibitor's name and location is provided at no extra cost. A fee of \$575 is required for Tabletop Exhibits. This fee includes the furnishings of one draped 6-foot table and two chairs.

Payment

A 50% deposit of the exhibit booth fee, payable with the Application and Contract, is required to reserve space at the Exhibit. The balance is due December 9, 2011. Should an Exhibitor fail to pay the balance by such date, CAA reserves the right to consider, at its sole discretion, said failure to be a cancellation of the Contract. Late payments may be subject to additional interest charges. Under such circumstances, CAA shall have the absolute right to sell, utilize, or otherwise dispose of Exhibitor's space in any manner deemed appropriate without any liability to CAA. Failure to make full payment or to otherwise comply with the contract or these terms and conditions may be deemed by CAA to constitute cancellation of the Contract, and Exhibitor may forfeit its deposit in Cancellation and refunds. All cancellations must be in writing and will become effective upon receipt by CAA. If Exhibitor cancels prior to December 9, 2011, CAA will refund Exhibitor's deposit less a \$175 cancellation fee. After that date, no refunds will be made. Any money forfeited, and any cancellation fees, are acknowledged by Exhibitor to constitute liquidated damages and are not applicable to future CAA Exhibits.

If the Exhibit is canceled by CAA, or for reasons beyond CAA's control, CAA shall refund Exhibitor's fees. Exhibitor waives, and shall not be entitled to, any other reimbursement or compensation which might arise by reason thereof.

Exhibit Space Assignment

Exhibitor agrees to accept CAA's assignment of Exhibit Space unless Exhibitor gives formal notification within fourteen days of assignment. If Exhibitor gives such notice within the fourteen (14) day period and mutually satisfactory space cannot be arranged within the 14-day period, Exhibitor will receive a full refund of deposit. CAA will assign booth location at its sole discretion. CAA reserves the right to alter the exhibit floor layout in any way it deems necessary, assign space based on other considerations, and change Exhibitor's locations at CAA sole discretion.

For Exhibit space applications received by Friday, October 28, 2011, CAA will assign booth space according to a point system with the exception of certain booths reserved for Exhibitors participating at a sponsorship level. Sponsorship booths will be assigned for sponsor applications received before October 28, 2011, with preference given to Exhibitors that have a standing in the point system, according to that system. Sponsorship applications received after October 28, 2011, will

be assigned sponsorship booths on a first-come, first-served basis.

For all booth assignments, first considerations will be given to companies with the most points accumulated over years of supporting CAA, exhibiting at the Annual Conference, and advertising in the *Conference Program* and CAA publications. Points are accumulated as follows: Exhibitors receive three points for each year represented at the Exhibit since 1996; an additional point is earned for each booth space rented in excess of one per year. Additional points are earned for each page of advertising in the *Program* and CAA's publications, *Art Journal*, *The Art Bulletin*, and *CAA News*, as well as for rentals of CAA membership mailing list (beginning September 1996). Exhibitors may contact the CAA office for an accounting of points and preferential rating.

Applications received after October 28, 2011, will be assigned booth locations on a first-come, first-served basis.

Exhibit Hall Furnishing and Management

CAA has designated Freeman Exhibit Services as the official show decorator. Questions about installation, furniture, equipment, and drayage should be directed to Freeman Exhibit Services at 714-254-3410.

Furniture, lighting, booth accessories, and any additional draping or signs are the sole responsibility of the Exhibitor and may be ordered in advance from the official decorator.

No combustible decoration such as crepe paper, tissue paper, cardboard, or corrugated paper shall be used at any time. All packing containers, excelsior, and wrapping paper (which must be flame-proof) are to be removed from the floor and may not be stored under tables or behind displays. All muslin, velvet, silken, or any other cloth decoration must stand a flameproof test. All flammable materials and fluids are to be kept in safety containers. Open flames, butane gas, oxygen tanks, etc., are not permitted without the permission of the Los Angeles Convention Center. Decorations, signs, banners, etc., may not be affixed in any way to any surface in the exhibit halls. Adhesive badges, stick-on decals, or any other type of adhesive items will not be permitted in the facility.

Work is not permitted on exhibits during official hours of the Exhibit. Exhibitor agrees not to dismantle exhibits or begin packing before the official closing hour. Only authorized Exhibit personnel, the Los Angeles Convention Center

and Freeman Exhibit Services personnel, and CAA staff will be allowed in the exhibition area during set-up and dismantling.

No freight or truck shipments will be accepted by the Los Angeles Convention Center. Drayage will be handled by Freeman Exhibit Services. Exhibitor will receive a service kit from Freeman Exhibit Services outlining drayage services and fees. Exhibitors are advised to consult with Freeman Exhibit Services to keep exhibiting costs to a minimum and avoid shipping complications.

Information regarding exhibition hall work-rules that are applicable in the Los Angeles Convention Center may be obtained from Freeman Exhibit Services. Arrangements for skilled and unskilled labor can also be made through Freeman Exhibit Services.

CAA will provide exhibit hall security personnel on a round-the-clock basis from the beginning of installation, at 10:00 AM on Wednesday, February 22, through the conclusion of the dismantling at 6:00 PM, Saturday, February 25. Security personnel, in consultation with CAA, will institute certain procedures to control access to the exhibit hall before, during, and after the completion of exhibit hours. It is the obligation of all Exhibitors to adhere to these procedures to insure the security of individual property. In no way shall the furnishing of such security services be construed as an assumption of obligation or duty by CAA with respect to the protection of Exhibitor's property, which at all times remains the sole possession and custody of Exhibitor, nor does furnishing such services imply any protection or guarantee against losses of any nature. CAA recommends that Exhibitor obtain appropriate insurance coverage to cover losses due to theft or damage. Exhibitor agrees to indemnify, hold harmless, and defend CAA and the Los Angeles Convention Center and each of the directors, officers, employees, and agents, and their representatives and contractors, against any claims, losses, suits, judgments, expenses or costs, damages, injury or charges to persons or property, governmental charges or fines, and attorneys fees arising from, out of, or by reason of any accident or other occurrence to anyone, including Exhibitor, its agents, employees, and business invitees, which arises from, out

of, or by reason of Exhibitor's occupancy and use of the Exhibit Hall or part thereof, excluding such liability caused by the sole negligence of the Los Angeles Convention Center, or its employees and agents.

In addition, the Exhibitor agrees to strictly comply with all applicable terms and conditions contained in the agreement between the Los Angeles Convention Center and the College Art Association regarding the exhibition premises, as well as comply with all laws and regulations of the City of Los Angeles/State of California and all lawful orders of the police and fire departments or any other municipal authority.

Exhibitor expressly acknowledges that CAA and the Los Angeles Convention Center do not maintain insurance covering Exhibitor's property and that Exhibitor has the sole responsibility to obtain, at its expense, business interruption, property damage, and other appropriate insurance covering any losses by Exhibitor.

Exhibitor shall be fully responsible to pay for any and all damages to property owned by Los Angeles Convention Center, its owners, or managers which result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify, and hold harmless, Los Angeles Convention Center, its owners managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Los Angeles Convention Center or any part thereof.

All current and subsequent CAA conditions and regulations are made a part hereof as it is fully incorporated herein. CAA shall have full and exclusive power to interpret, amend, and enforce all such conditions and regulations. These terms and conditions, and the decision and interpretation of CAA shall be final and Exhibitor agrees to abide by such decision or interpretations.

Estimated additional service costs in the Exhibit Hall

DRAYAGE

Advanced Shipments crated: \$98.00 per 100 pds

Advanced Additional Handling: \$122.50 per 100 pds

Direct Shipments crated: \$95.00 per 100 pds

Direct Additional Handling: \$130.75 per 100 pds

Basic Wired High Speed internet connection \$795 plus taxes and labor.

20 Amps standard electrical connection \$495 plus labor.

Full details of the above services and costs will be included in the Exhibitor Service Kit that will be sent to all exhibitors by the show contractor, Freeman Exhibit Services.

Please remember, Standard Exhibit Booth prices do not include booth furnishings. Furniture, lighting, booth accessories, and any additional draping or signs are the sole responsibility of the exhibitor and may be ordered in advance from Freeman Exhibit Services.

Questions about installation, furniture, equipment, and drayage should be directed to Freeman Exhibit Services at 714-254-3410.

CONTACTS

DIRECT YOUR QUESTIONS REGARDING EXHIBITS TO:

Paul Skiff, Assistant Director for Annual Conference
College Art Association
50 Broadway, 21st floor
New York, NY 10004
212-691-1051 ext. 413
FAX: 212-627-2381
pskiff@collegeart.org
www.collegeart.org

DIRECT YOUR QUESTIONS REGARDING ADVERTISING AND SPONSORSHIPS TO:

Helen Bayer, Marketing and Communications Associate
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50 Broadway, 21st floor
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