



APPLICATION AND CONTRACT FOR EXHIBIT SPACE

WEST 2010

AFCEA/U.S. Naval Institute Western Conference & Exposition
San Diego Convention Center ♦ San Diego, California
February 2-4, 2010



Contact Information

Company Name.....
Contact..... Title.....
Tel..... Fax.....
Email..... Web Site
Address.....
City..... State..... Zip..... Country.....

Exhibit Space

AFCEA Corporate Member Rate - \$38.00 per square foot Booth Size: (min. 10ft. x 10ft.)
* Membership must be current at the time of the event to qualify for the member rate
Non Member Rate - \$41.00 per square foot Total Cost: \$.....
Booth Preferences: 1st Choice 2nd Choice 3rd Choice

Payment Information

Cancellation Penalties

Table with 2 columns: Initials, Deposit and Payment Schedule. Rows include Due with application (50%) and After October 5, 2009 (100%).

Table with 2 columns: Cancellation Penalties, Initials. Rows include Through April 14, 2009 (0%), April 15, 2009 - October 5, 2009 (50%), and After October 5, 2009 (100%).

Exhibit space will not be held or confirmed without deposit. Failure to make payments does not release the contracted or financial obligation of Exhibitor.

Make checks payable to: AFCEA

Mail payments to: AFCEA Exposition Mgmt., c/o J. Spargo & Associates, Inc. 11208 Waples Mill Road, Suite 112 ♦ Fairfax, VA 22030
Tel: 800-564-4220 ♦ Fax: 703-654-6931 ♦ Email: west@jspargo.com

Credit Card Payment

Visa MasterCard American Express

Card Number: Amount: \$.....
Exp. Date: Name on Card:
Signature:

This exhibit space application will become a contract upon acceptance with authorized signature and is based upon the exhibit floor plan, exhibit space fees, rules governing the exposition and general information that is included with this document.

Exhibitor Signature..... Date.....
Printed Name..... Telephone.....

Show Management Use

Authorized AFCEA/USNI Signature..... Date.....
Account Number..... Assigned Booth Number..... Size.....

West 2010 Exposition Rules

1. Purpose

The objective of West 2010 is to further AFCEA/USNI objectives by providing a forum through exhibits and technical panels. Exhibitors are limited to firms, organizations and agencies whose exhibits are in harmony with the purpose of this Exposition. Active selling or order taking is NOT permitted.

2. Location of Exhibits

The Exposition will be held at the San Diego Convention Center, San Diego, California.

3. Subleasing

Exhibitor may not sublet his exhibit space, nor any part thereof, nor exhibit, offer for sale, or advertise articles not manufactured or sold by the exhibiting company, except where such articles are necessary for proper demonstration or operation of the exhibitor's display, in which case identification shall be limited to the manufacturer's normal regular nameplate. Exhibitor may not permit non-exhibiting company representatives to operate from his booth. Rulings of AFCEA/USNI shall, in all instances, be final with regard to use of exhibit space.

4. Occupancy Default

Any exhibitor failing to occupy space contracted for shall not be relieved of the obligation of paying the full rental charge of such space. If not occupied by the time set for completion of the installation of the displays, such space shall be taken by AFCEA/USNI, and re-allocated or reassigned for such purposes or use AFCEA/USNI may see fit.

5. Eligibility

AFCEA/USNI has the sole right to determine the eligibility of any company or product for inclusion in the Exposition.

6. Cancellation or Change of Exposition

In the event that the premises in which the Exposition is conducted should become unfit for occupancy or substantially interfered with by reason of any cause or causes not reasonably within the control of AFCEA/USNI or its agents, the Exposition may be canceled or moved to another appropriate location, at the sole discretion of AFCEA/USNI. AFCEA/USNI shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of AFCEA/USNI. Causes for such action beyond the control of AFCEA/USNI shall include, but are not limited to: fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, act of a public enemy, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel, labor union disputes, loss of lease or other termination by the San Diego Convention Center, municipal, state or federal laws, or act of God. Should AFCEA/USNI terminate this agreement pursuant to the provisions of this section, the exhibitor waives claims for damage arising therefrom. Refunds of "Paid Exhibit Space Fees" in the event of event termination or cancellation shall be made to exhibitors at the sole discretion of AFCEA/USNI and in any case, will not exceed the amount of each exhibitor's paid exhibit space fee less any pro rata adjustments based on non-reimbursable direct and/or indirect event costs or financial obligations incurred by AFCEA/USNI through the date of exhibitors' notification of event termination or cancellation or through the completion of event termination or cancellation processes, whichever is later.

7. Cancellation by Exhibitor

In the event of cancellation by an exhibitor, AFCEA/USNI shall determine an assessment covering the reassignment of space, prior services performed, and other damages related to cancellation, according to the following schedule:

April 15, 2009 through October 5, 2009, 50% of total booth rental fee.

After October 5, 2009, 100% of total booth rental space fee.

AFCEA/USNI must receive written notification of the cancellation by registered or certified mail. Date cancellation notice is received by AFCEA/USNI will determine above assessment charges. In the event of either a full or partial cancellation of space by an exhibitor, AFCEA/USNI reserves the right to reassign canceled booth space, regardless of the cancellation assessment. Subsequent reassignment of canceled space does not relieve the canceling exhibitor of the obligation to pay the cancellation assessment. Appropriate payment must be received within 15 days of cancellation.

8. Limitation of Liability

Exhibitor agrees to make no claim for any reason whatsoever against AFCEA/USNI, its employees, agents, or representatives for loss, theft, damage, or destruction of goods; nor for any injury, including death, to himself, employees, agents or representatives; nor for any damage of any nature, including damage to his business for failure to provide exhibit space; nor for failure to hold the Exposition as scheduled; nor for any action or omission of AFCEA/USNI. The exhibitor is solely responsible for his own exhibition material and products, and should insure exhibit and products from loss or damage from any cause whatsoever. It is understood all property of an exhibitor is in his care, custody, and control in transit to, or from, or within the confines of the exhibit hall. AFCEA/USNI shall bear no responsibility for the safety of the exhibitor, its personnel, employees, agents or representatives or personal property.

9. Insurance

Exhibitors shall, at their sole cost and expense, procure and maintain through the term of this contract, the following insurance: Comprehensive General Liability insurance with limits not less than \$1,000,000 including Contractual Liability and Products Liability coverage and Workman's Compensation in full compliance with all laws covering the exhibitor's employees. Proof of such insurance shall be provided to AFCEA/USNI or its agent or representative upon request.

10. Union Labor

Exhibitor shall employ only union labor, as made available by official contractors in the setting up and dismantling of the exhibits and in the operations when required by union agreements. Exhibitors planning to build special displays should employ union display companies in their fabrication, carpentry and electrical work.

11. Installing, Exhibiting, Dismantling

Hours and dates for installing, exhibiting, and dismantling shall be those specified by AFCEA/USNI. Exhibitor shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the Exposition before the specified conclusion of the dismantling period set by AFCEA/USNI.

12. Damage to Property

Exhibitor is liable for any damage caused by exhibitor, exhibitor's agents, employees or representatives 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 coatings to building columns, floors or walls, or to standard booth equipment.

13. Floor Loading

Under no circumstances may the weight of any equipment or exhibit material exceed the specified floor load limit of the exhibit hall. Exhibitor accepts full and sole responsibility for injury or damage to property or persons resulting from failure, knowingly or otherwise, to distribute the exhibit material and products in conformity with the maximum floor load specifications.

14. Alcoholic Beverages

The dispensing, distribution or use of alcoholic beverages in the Exposition hall is prohibited without the express prior approval of AFCEA/USNI.

15. Flammable Materials

No flammable fluids or materials of any nature, including decorative materials, use of which is prohibited by national, state, or city fire regulations may be used in any booth.

16. Lotteries or Contests

The operation of games of chance or lottery devices, or the actual or simulated pursuit of any recreational past time is permitted only on written approval from AFCEA/USNI.

17. Noise and Odors

Noisy or obstructive work will not be permitted during open hours of the Exposition, nor will noisily operating displays, nor exhibits producing objectionable odors. AFCEA/USNI shall have sole discretion in determining what is noisy, obstructive or objectionable.

18. Music

Any exhibitor using music must ensure that licensing fees have been paid to the appropriate agency, i.e., ASCAP or BMI. AFCEA/USNI is not responsible for any licensing fees for music played in exhibitor's booth.

19. 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 AFCEA/USNI.

20. Attendance

Admission policies shall remain, at all times, the prerogative of AFCEA/USNI, and may be revised or amended to suit unforeseen conditions.

21. Booth Personnel

Exhibitor representatives are restricted to personnel engaged in the display, demonstration, application or sale of the company's product or services. Booth personnel shall wear "exhibitor" badge identification furnished by AFCEA/USNI at all times while they are in the exhibit area. All other employees and representatives of the exhibiting companies must register as Show Attendees. AFCEA/USNI reserves the right to restrict or limit the number of booth representatives. All exhibits must have personnel present during show hours.

22. Height and Non-Blocking Regulations

All exhibit display construction design must conform to the regulations set forth in the "Display Rules and Regulations," a copy of which is supplied to each exhibitor by AFCEA/USNI. "Display Rules and Regulations" provides details as to what is allowed for exhibitor's booth so as to enable use of the space without detriment to neighboring exhibitors or the Exposition.

23. Electrical Safety

All wiring on booths or display fixtures must meet underwriters' rules and standard fire department inspection. This applies to booth construction only and not to pre-wired radio and electronic equipment.

24. Use of Space

Displays and demonstrations are limited to the confines of an exhibitor's own booth, as is the distribution of literature or other items.

25. Display

AFCEA/USNI shall have full authority for approval or arrangement and appearance of items displayed. AFCEA/USNI may, at its discretion, require replacement, rearrangement, or redecoration of any item or any booth, and no liability shall attach to AFCEA/USNI for the costs that may evolve upon exhibitor thereby. Exhibitors with special backgrounds or side dividers must make certain that such material is furnished in such a manner as to not be unsightly to exhibitors in adjoining booths. If such surfaces remain unfinished at twelve noon of the day before the scheduled opening of the show, AFCEA/USNI shall authorize the official decorator to effect the necessary finish and the exhibitor must pay all charges involved thereby.

26. Exhibitor Representative's Responsibility

Exhibitor agrees to indemnify AFCEA/USNI, its employees, agents, or representatives against—and hold them harmless for—all claims arising out of the acts of negligence of exhibitor, exhibitor's agents, employees or representatives, and any claims for injury to exhibitor, its employees, agents, representatives, or event attendees.

27. Waiver of Rights

Any rights of AFCEA/USNI under this contract shall not be deemed waived in any manner except as specifically waived in writing and signed by an authorized officer of AFCEA/USNI.

28. Relocation and Floor Plan Revisions

AFCEA/USNI retains the exclusive right to revise the exhibition hall floor plan and/or move assigned exhibitors as necessary.

29. Amendment and Addition Rules

Any matters not specifically covered by the preceding rules shall be subject solely to the decision of AFCEA/USNI. AFCEA/USNI may, at any time, amend or add further rules to these rules, and all amendments made shall be binding on exhibitor equally with the foregoing rules and regulations.

30. Agreement to Rules

Exhibitor, for himself or itself, his or its personnel, employees, agents or representatives, agrees to abide by the foregoing rules and those provided and contained in the Exhibitors Manual, and by any amendments and additional rules that may be put into effect by AFCEA/USNI.