

ARMA EXPO 2010

ARMA International • 55th Annual Conference and Expo
November 7-8, 2010 • Moscone Center West • San Francisco, CA

Contract for Exhibit Space

Contract No. _____

Print or type all information. The 55th Annual Conference & Expo Exhibitor Rules, Regulations, and Information are hereby made part and parcel of this Contract. Read the enclosed Exhibitor Rules carefully before completing this application. All Rules and Regulations on back of this form apply.

This completed Contract, when signed and returned by the exhibitor and accepted by ARMA International, shall be a binding agreement between the exhibitor and ARMA International.

Acceptance as Binding Contract:

Company Name: _____

Contact: _____

Address: _____

City: _____ State/Province: _____

ZIP: _____ Telephone: (_____) _____

Fax: (_____) _____

E-mail: _____

Signature by Authorized Representative _____ Date _____

By signature above, the individual signing this contract represents and warrants that he/she is duly authorized to execute this binding contract on behalf of named exhibitor.

All Invoices Should Be Sent to:

Name: _____

Address: _____

City: _____ State/Province: _____

ZIP: _____ Telephone: (_____) _____

Fax: (_____) _____

E-mail: _____

Booth Space Requested:

Booth Assignment Space Request — Using the enclosed exhibit floor plan, indicate your first, second, third and fourth booth space requests:

Choice #1 _____ #2 _____ #3 _____ #4 _____

Booth Size: _____ x _____ Total # of Booths _____

Total Rental Fee Due: \$ _____

Please list what company(s) you would NOT want to be near:

Products to be exhibited:

Exhibitor Agent:

Name and address (if different) of the individual who is to receive all future exhibitor correspondence, including service manual, from ARMA and its agents:

Name: _____

Company: _____

Address: _____

City: _____ State/Province: _____

ZIP: _____ Telephone: (_____) _____

Fax: (_____) _____

E-mail: _____

Method of Payment:

Check enclosed (payable to ARMA International) (U.S. funds only)

Check # _____ Purchase Order # _____

Total \$ _____

Charge to following credit card:

VISA MasterCard Discover American Express

Card Number _____ Exp. Date _____

Name of Cardholder _____

Card Holder's Signature _____

Total \$ _____

Mail all checks and a copy of signed contract to:

ARMA International

ATTN: ARMA 2010 Expo

11880 College Blvd., Suite 450

Overland Park, KS 66210

FAX 913.341.6823

Retain a copy for your records.

Space Rental Fee: see back side for Booth Packages/Discount Pricing Rates

Payment Schedule: see EXHIBIT RULES AND REGULATIONS (back)

Cancellation Policy: see EXHIBIT RULES AND REGULATIONS (back)

FOR USE BY ARMA INTERNATIONAL

Booth Assigned _____ Booth Size# _____

Total Rental Fee _____ Date _____

Exhibit area rules and regulations

CANCELLATION POLICY — All cancellations received in writing prior to March 5, 2010, will be charged an administrative fee of \$500. When exhibit space payments have been made in full, or in part, this administrative fee will be deducted from said payments prior to reimbursement of the remaining fees. When no payment is received prior to said cancellation and prior to March 5, exhibitor will be billed for the \$500 administrative fee. Cancellations received in writing after March 5, 2010, but prior to May 7, 2010, will be charged 25% of the total exhibit space cost, regardless of whether a deposit has been made. Cancellations received in writing after May 7, 2010, but prior to July 9, 2010, will be charged 50% of the total exhibit space cost, regardless of whether a deposit has been made. After July 9, 2010, all cancellations will be charged 100% of the exhibit space cost, regardless of whether payment has been made toward the exhibit space.

CONTRACT FOR SPACE — This Contract for Space will be effective only upon its acceptance after it has been signed by exhibitor and delivered to ARMA International. A copy of this contract will be returned to you upon acceptance. In the event of fire, strikes or other circumstances beyond ARMA International's control, ARMA International shall have no liability to exhibitor or obligation to refund any portion of exhibitor's payment.

PAYMENT SCHEDULE — For exhibitors choosing two payments, fifty percent (50%) of the exhibit space rental fee is due no later than January 8, 2010, for contracts received on or before January 8, 2010. The balance of the rental fee is due and payable by March 5, 2010. Exhibit space contracts submitted to ARMA International after March 5, 2010, must be accompanied by the full payment of the exhibit space rental fee. Please make checks payable to ARMA International.

SPACE ASSIGNMENT — Assignments of space will follow the ARMA International Point Priority System through December 3, 2009. Following this date, all space will be contracted on a first-come, first-served basis based on the acceptance of contracts by ARMA International. ARMA reserves the right to assign alternate exhibit space as it deems appropriate. ARMA International reserves the right to bar the use of exhibits that will interfere with other exhibitors, interfere with attendees or others, or create any hazards.

SPACE DISCOUNT — Exhibit space contracts for current ARMA International exhibitors, accepted and paid in full on or before January 8, 2010, will qualify for the Early Bird Discount rate of \$32 per square foot for that space.

SPACE RENTAL — All linear booths are 10' x 10' unless otherwise indicated. All booths will be constructed with an 8-foot-high back drape and 3-foot-high side rails. Each booth includes (a) a standard booth sign, 7" x 44", with name of the exhibitor, city, and state; and one education sessions pass to be used by booth personnel only. All expenses, including, without limitation, electrical and telephone requirements, carpeting, or exhibit installation and dismantling costs, will be the sole responsibility of the exhibitor. All exhibits must have floor covering.

EXPOSITION BOOTH PACKAGES/DISCOUNT PRICING OPTIONS FEES — (All linear booths are 10' x 10' unless otherwise noted.)

Early Bird Rate — A special discount rate of thirty-two dollars (\$32.00) per square foot includes:

- \$32/per sq. ft. = \$3,200
- 10' x 10' booth
- 1 sign
- 1 pass to education sessions per 10' x 10' booth to be used by booth personnel only.
- Rate ends January 8, 2010

Intermittent/Previous Exhibitor Rate — A special discount rate of thirty-four dollars (\$34.00) per square foot includes:

- \$34/per sq. ft. = \$3,400
- 10' x 10' booth
- 1 sign
- 1 pass to education sessions per 10' x 10' booth to be used by booth personnel only.

Regular Rate — A rate of thirty-six dollars (\$36.00) per square foot includes:

- \$36/per sq. ft. = \$3,600
- 10' x 10' booth
- 1 sign
- 1 pass to education sessions per 10' x 10' booth to be used by booth personnel only.

INSTALLATION AND DISMANTLING OF EXHIBITS — Installation of exhibits may occur from 8:00 a.m. – 5:00 p.m., Friday, November 5, 2010 and Saturday, November 6, 2010. All exhibits must remain erect until the close of show on Monday, November 8. Any exhibitors tearing down prior to show closing will be assessed a penalty of 75 points from point priority preference, adversely affecting your company's ability to select booth space for future conferences. All exhibits must be dismantled no later than 5:00 p.m. on Wednesday, November 10. Any exhibits not dismantled by that date and time may, at ARMA International's option, become the property of ARMA or be dismantled and removed at the expense of the exhibitor.

INSPECTION OF EXHIBITS — All exhibits must be ready for inspection by the ARMA International staff on Saturday, November 6, 2010, at 7 p.m. No exhibitor will be allowed to enter or set-up their display after 8:00 a.m. on Sunday, November 7, 2010.

FAILURE TO OCCUPY SPACE — Any space not occupied by Saturday, November 6, 2010, at 4:00 p.m. shall be deemed forfeited by exhibitor and no refund shall be paid. ARMA may reassign such space, at its discretion, without any obligation to exhibitor. In the event that exhibitor has not paid in full, a bill will be sent to the exhibitor for payment upon receipt, regardless of exhibitor's failure to occupy the exhibit space.

OFFICIAL GENERAL SERVICES CONTRACTOR AND SHIPPING AND STORAGE — ARMA International has contracted with GES to provide all decorating, shipping, freight storage, and drayage and labor services for the Annual Exposition. GES information and Service Order forms will be provided in the Exhibitor Service Manual. For additional GES information, call 314-892-0150.

LIABILITY — Exhibitor agrees to indemnify and hold ARMA International and Moscone Center West, its officers, directors, members and employees, and all individuals and organizations performing services for them in connection with the Annual Exposition harmless for all claims, losses or damages, injuries, liabilities, judgments, or settlements, including reasonable attorney fees, costs and other expenses, any or all of them incurred on account of actions, negligent or otherwise of the exhibitor or its employees or agents. Exhibitor agrees to indemnify and reimburse ARMA International and the Moscone Center West for the costs of all services and expenses incurred in connection with the collection effort should it be necessary for ARMA International or the Moscone Center West to engage legal counsel or a collection agency to collect monies due ARMA International or the Moscone Center West Center as a result of exhibitors failure to pay any funds due ARMA International or the Moscone Center West or to comply with the terms of this contract. Exhibitor also releases ARMA International and the Moscone Center West from liability for any expenses incurred or other damage suffered by exhibitor if the Annual Exposition is cancelled because of a strike, riot, act of God, or any other cause beyond ARMA International and Moscone Center West's control.

INSURANCE — Exhibitor shall, at its sole cost and expense, procure and maintain throughout 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. Exhibitor may at any time be required to furnish to ARMA International a Certificate of Insurance evidencing the above stated coverage. All property of exhibitor is understood to remain under its custody and control in transit to, within and in transit from the exhibit hall.

ADMISSION — ARMA International shall have the sole discretion over all admission policies at all times. Exhibiting company personnel will be provided with badging for non-show hour access. Badges must be worn at all times. Badge swapping is strictly prohibited. Non-exhibiting suppliers or vendors of goods and services are welcome to peruse the show floor with proper badges during expo hours.

SOUND — Public address systems, sound producing or amplifying devices that project sound beyond the exhibitor's space, or excessive operating noise that distracts neighboring exhibits are expressly prohibited. ARMA International reserves the right to restrict exhibits that, because of noise or any other reason, may detract from the general character of the exposition.

POSITIONING OF EQUIPMENT WITH RELATIONS TO AISLES — Exhibitor must display its exhibits so as not to obstruct the general view or to hide other exhibitors.

ADDITIONAL RULES AND REGULATIONS — Exhibitor agrees to comply with all rules and regulations of the convention center and all additional rules and regulations of ARMA International, including, without limitation, those contained in ARMA International's service manual.