



Marketing & Sales Summit2011

7-9 September 2011
Chase Park Plaza
St. Louis, MO USA

Exhibit and Sponsorship Space Contract

International Society of Automation
67 Alexander Drive
P.O. Box 12277
Research Triangle Park, NC 27709
PHONE +1 919-549-8411
FAX +1 919-549-8288
EMAIL info@isa.org
www.isa.org

Chase Park Plaza
212-232 N. Kingshighway Blvd.
St. Louis, MO 63108

How to reserve your exhibit space or sponsorship

1. Review the Exhibitor and Sponsorship Prospectus to select your participation choices;
2. Fill in the form below;
3. Fax the signed form to +1 919-549-8288

1. Exhibit Table Selection

Space will be assigned on a first come basis.

Choice **Exhibit Number(s)**

1. _____

2. _____

3. _____

- Platinum Sponsor: \$1,500 \$ _____
 - Lunch Sponsor: \$1,300 \$ _____
 - Additional Exhibitor Staff with no conference access (includes luncheons and breaks)
 - ____ Number of additional staff x \$150 \$ _____
 - Additional Exhibitor conference registrations
 - ____ Conference registrations x \$445 (ISA Member) \$ _____
 - ____ Conference registrations x \$545 (List) \$ _____
- Total:** \$ _____

ISA reserves the right to assign comparable space if the selections are not available.

2. Payment for Space/Conference

- Payment in US currency only.
- Full payment required with application. Make check or money order payable to ISA.
- Call ISA Customer Service for wire transfer information.
- To pay by credit card for the selected product showcase space, complete the following: (check one)

Card #: _____ Exp. Date: _____ Amount: \$ _____

Card Holder's Name: _____ Card Holder's Signature: _____



3. Applicant Information

Please type or print clearly:

Applicant Company: _____
The company name listed here will be used for all promotional purposes.

Street Address: _____

City: _____

State/Province: _____ Country: _____ Zip/Postal Code: _____ Company Web Site: _____

Contact Name: _____ Position: _____

Phone: _____ Fax: _____ Contact's Email: _____

(If contact is different from applicant please provide name and address.) Listed contact will receive all materials.

Contract terms and conditions are on the reverse of this page. These rules and regulations are incorporated by reference into this contract, and by executing this agreement Exhibitor agrees to be bound thereby as if same had been set forth fully herein.

Authorized Signature: _____ Position: _____

Technologies and products to be displayed: _____

We request that, if possible, space assignment near the following potential Exhibitors be avoided: _____

4. Conference Registration (includes admittance to all conference sessions and scheduled meals)

Contact Name (if different from above): _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

Name of conference attendees: (Only one complimentary registration per exhibitor. Additional exhibit support staff must pay registration fee. See Section 1.)

1. _____ 3. _____

2. _____ 4. _____

Exhibit Space Contract Terms and Conditions

- 1. APPLICATIONS.** Applications for exhibit space must be made on the form printed on the reverse hereof, completed as requested, and accompanied by the required payment.

Products and services to be displayed must be specified on the application.

ISA reserves the absolute right to decline any application for space if, in ISA's judgment, the products or services to be shown or demonstrated are unrelated to the scientific and educational purposes of the Conference. This application becomes a contract only when accepted by ISA by notifying applicant of the assignment of a specified exhibit table.

- 2. EXHIBIT SPACE AND FLOOR PLAN.** Exhibit tabletop space includes 6ft table, 2 chairs, one trash can, and one duplex outlet. No rent allowance will be made if standard equipment is not desired. The exhibit floor plan for this Exhibition will normally be maintained as initially offered. ISA reserves the right to modify the plan to the extent necessary for the best interests of the Exhibitors and ISA or to correct inaccuracies or errors. ISA also reserves the right to modify the plan to the extent necessary for the best interests of the Exhibition.
- 3. SPACE ASSIGNMENT.** Space available will be allocated on a first come basis.
- 4. EXHIBIT SPACE PAYMENT SCHEDULE.** 100% of total exhibit fee must be paid with application.
- 5. CANCELLATION.** An Applicant may cancel the contract by giving written notice of cancellation received by ISA on or before 2 months ahead of event start date. Upon receipt of a timely notice of cancellation, ISA will refund the exhibit table fee previously paid by Applicant. Applicant agrees that any cancellation after 2 months ahead of conference start date, withdrawal from the event, or failure to show at the event is a material breach of this agreement and ISA will retain the entire exhibit fee paid by Applicant in such event. Applicant agrees that the amount of the exhibit fee is a reasonable measure of the damages to ISA in the event of such breach. ISA agrees that the retention of the fee is Applicant's sole liability in the event of such breach. All notices of cancellation must be delivered to ISA before 2 months ahead of conference start date. No notice is effective unless submitted to ISA in a manner in which proof of receipt by the deadline can be shown, such as certified mail with a return receipt, courier with signed receipt, or an acknowledged e-mail from ISA.
- 6. SUBLETTING EXHIBIT SPACE.** No Applicant shall assign, sublet or apportion the whole or any part of the space allotted. Applicant may not display equipment or materials from other than its own firm or joint Applicants' firms in said space, without the consent of ISA.
- 7. INDEMNITY AND LIMITATION ON LIABILITY.** Applicant covenants and agrees to hold and save harmless ISA; the owners, operators, and managers of the Exhibit Facility; and the respective officers, agents and employees of each (collectively referred to as Exhibit Management) from any and all claims of liability, damage, or expense resulting from any injury

to or death of any person, including Applicant's employees, agents, and contractors, occurring within Applicant's exhibit table or resulting directly or indirectly from any act or omission of Applicant or any loss of, damage to, or theft of any property. An omission of Applicant includes any failure of Applicant to comply with any of the terms and conditions of this Contract; any of the Conference and Exhibit Rules and Regulations; any Rules and Regulations of the Exhibit Facility; and any laws of the City of the conference location. Applicant agrees to indemnify each and every member of the Exhibit Management group for any and all costs and liabilities incurred in defense of any such claim, including all expenses, attorney's fees, and any judgments awarded or settlement amounts agreed to. It is agreed that Exhibit Management shall not be responsible for any loss, damage, or theft of any property of any persons, including the Exhibitor and its employees, agents, and contractors, while in transit to or from the Exhibit Facility, while in the Exhibit Facility, or otherwise.

Except for cancellations and withdrawals permitted by Paragraph 5 above, the Applicant is responsible for total rent for exhibit space irrespective of any reason for such cancellation and withdrawal, including cancellation and withdrawal by the Applicant because of failure of product showcase to arrive for any reason or cancellation by the Sponsors as the result of action by the Exhibit Facility Management or the result of strikes, lock-outs, act of God, inability to obtain labor or materials, government action of whatsoever nature, war, civil disturbance, fire, unavoidable casualty or other causes, whether similar or dissimilar, beyond the control of ISA. In the event of cancellation by ISA as a result of the aforesaid causes, the Applicant expressly waives such liability and releases ISA of and from all claims for damages and agrees ISA shall have no obligation to Applicant.

Applicant is a licensee of exhibit only and not an agent, employee, partner or joint venturer of or with ISA. Applicant agrees that it is solely responsible for its costs of doing business and agrees to hold ISA harmless from any obligations incurred by the Applicant as a result of contracting for any goods or services connected with the Exhibitor or with the Exhibit Facility, service contractors, or other persons or companies and to indemnify ISA for any costs or liabilities incurred in defending any such claims against ISA, including attorneys' fees, expenses, and any judgments awarded or settlement amounts agreed to.

- 8. GOVERNING DOCUMENTS AND LAWS.** Applicant expressly understands and agrees to be bound by all terms and conditions and rules and regulations contained in this Exhibit Space Contract, the Exhibit Space Rules and Regulations, including any amendments which may be issued; the master lease between ISA and the Exhibit Facility; and the Exhibit Facility Rules and Regulations, copies or pertinent extracts of which are attached and/or available for inspection at ISA during normal business hours. Applicant also agrees to be bound by any deadlines or policies stated in the Exhibitor information which will be provided by ISA.

Such documents are made an integral part of this Contract by reference as if set forth in full in the Contract. Applicant is further charged with the knowledge of, and agrees to comply with, all local,

state and federal laws, regulations, and codes pertaining to health and safety and promotions, marketing, and advertising, including activities requiring copyright licenses or permission and constituting a lottery, applicable to Applicant's Exhibit.

Compliance is Applicant's sole responsibility. This Contract will be interpreted and governed by the laws of North Carolina applicable to contracts signed and be wholly performed within North Carolina.

- 9. EXHIBITOR EVENT CONFLICTS.** Exhibitor **will not schedule any** receptions, hospitality suites, social functions, exhibits, product demonstrations, technical seminars, training sessions, or other event or function for attendees (or potential attendees) outside of the exhibit facility **during the Conference and Exhibit activity hours.**
- 10. SURRENDER OF SPACE.** If not cancelled as provided in this contract, Applicant's license for the exhibit space expires at the earlier deadline for move-out or actual vacation of the exhibit space. Applicant will surrender the space occupied by Applicant at the expiration of the license in the same condition as it was at the commencement of occupation. Applicant assumes sole and total responsibility for any damage to the Exhibit Facility due to construction, use, or dismantlement of Applicant's Exhibit and will reimburse ISA for any charges assessed by Exhibit Facility caused by Applicant paid by ISA, including charges for failing to vacate the premises in a timely manner.
- 11. VIOLATIONS.** The interpretation and application of these Terms and Conditions and documents incorporated by reference are the sole responsibility of ISA. Violation by Applicant of these Terms and Conditions shall subject the Applicant to cancellation of its contract to occupy exhibit table and to retention by ISA of all moneys paid. Upon due notice to Applicant of such cancellation, ISA will have the right to take possession of the Applicant's space, remove all persons and properties of the Applicant, and hold the Applicant accountable for all risks and expenses incurred as a result of such re-entry and removal.
- ISA reserves the right to restrict exhibits which become objectionable because of noise, operational methods, rules violations, or any other reason and may prohibit or evict any Exhibit, which in ISA's sole opinion, may detract from the general character of the Exhibition as a whole. In the event of such restriction or eviction, ISA will not be liable for any refunds or expenses of Applicant.
- If ISA must engage an attorney to collect any amounts due under this Agreement, Applicant agrees to pay all reasonable attorneys' fees and expenses incurred by ISA.
- 12. AMENDMENTS.** If any unforeseen event renders it necessary, ISA may amend these Terms and Conditions and those documents included by reference. All amendments will be published and mailed to each Applicant who shall be bound thereby. Any other changes in the terms and conditions and rules and regulations must be in writing and signed by both parties.