



Please review, complete and sign the following application and contract. Once completed, scan and email or fax the contract to ACSA Exhibits: Laura Bohannon and Amber Pankey.  
 Exhibits@ACSA.org | Exhibits2@ACSA.org | Fax 775-392-3222  
 Contact us with any questions at: 775-446-5700

#### PRIMARY CONTACT INFORMATION

Company Name \_\_\_\_\_ Contact Name & Title \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Cell \_\_\_\_\_ Email \_\_\_\_\_

#### EXHIBIT BOOTH ONLY *(Includes 2 complimentary exhibit badges, see page 2 for complete Exhibit Booth package)*

\$4,000 | Quantity: \_\_\_\_\_ Total:\$ \_\_\_\_\_

#### SPONSORSHIP FEE *(All sponsorships include an Exhibit Booth, more information on page 2)*

##### Women's Leadership Breakfast

\$7,500 Quantity: \_\_\_\_\_ Total:\$ \_\_\_\_\_

##### Keynote Luncheon

\$7,500 Quantity: \_\_\_\_\_ Total:\$ \_\_\_\_\_

##### Equity Luncheon

\$7,500 Quantity: \_\_\_\_\_ Total:\$ \_\_\_\_\_

##### 1st Time Attendees Breakfast

\$7,500 Quantity: \_\_\_\_\_ Total:\$ \_\_\_\_\_

##### Internet Buy-Out

\$8,000 Quantity: \_\_\_\_\_ Total:\$ \_\_\_\_\_

##### Awards Banquet

\$10,000 Quantity: \_\_\_\_\_ Total:\$ \_\_\_\_\_

##### General Session

\$12,000 Quantity: \_\_\_\_\_ Total:\$ \_\_\_\_\_

#### CHOICE OF BOOTH LOCATION

1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_

#### VIRTUAL BOOTH *(See page 2 for more information)*

**Virtual Booth Add On** (for the exhibitor who wants a virtual and in-person presence )

\$900 Quantity: \_\_\_\_\_ Total:\$ \_\_\_\_\_

**Virtual Booth** (for the exhibitor who only wants to be virtual)

\$1,500 Quantity: \_\_\_\_\_ Total:\$ \_\_\_\_\_

#### VIRTUAL SPONSORSHIP ADDITIONAL PURCHASES

##### 5 Minute Live Interview with Show Host

\$3,500 (5 available)

##### 3 Minute Pre-Recorded Video during Live Feed

\$2,500 (5 Available)

##### Sponsor Logo on Platform during Live Feed

\$1,500 (10 Available)

#### ADDITIONAL PURCHASES

##### Summit App Banner Ad

\$1,000 (3 Available) or \$3,000 (exclusive)

##### Summit Agenda Page Banner Ad

\$1,000 (3 Available) or \$3,000 (exclusive)

##### Conference Tote Bag \$3,000

##### Branded Selfie Station \$3,000

##### Branded Charging Station \$2,500

##### Chair Drop \$2,500

##### Spot in Demonstration Playground \$2,500

##### Participation in Conference Exhibit Hall Game \$1,500

##### Additional Badges

\$500 each | Quantity: \_\_\_\_\_ Total:\$ \_\_\_\_\_

#### PAYMENT INFORMATION

TOTAL DUE: \_\_\_\_\_

Payment By Check: Danelle Bowen | 1029 J Street, Suite 500, Sacramento, California 95814

Payment by credit card: For your security, please call Laura Bohannon or Amber Pankey with credit card information at 775-446-5700

Company understands that their attendance and participation in the above event could pose a risk of exposure to COVID-19 or other contagious or infectious diseases. Company freely assumes any risk of harm or injury that their attendance or participation in the event may cause, and releases ACSA from all liabilities, costs, and damages that may incur thereby.

\_\_\_\_\_  
 Name of Authorized Individual Signing on Behalf of Company

\_\_\_\_\_  
 Signature

\_\_\_\_\_  
 Date

\_\_\_\_\_  
 Name of Authorized Individual Signing on Behalf of ACSA

\_\_\_\_\_  
 Signature

\_\_\_\_\_  
 Date

## BOOTH AMENITIES

ACSA's 2020 Leadership Summit will be a hybrid event. Hybrid is a mix of in-person and online education. Hybrid is a mix of in person and online education. You have the option to Exhibit in-person and/or virtually. Exhibitors are highly encouraged to attend in-person for maximum visibility and exposure

### Exhibit Booth

\$4,000

- Standard 8x10 Booth in Exhibit Hall
- 2 Exhibitor Name Badges
- Sponsorship of Thursday Evening Reception in Exhibit Hall
- Listing on site as exhibitor signs at registration and in Exhibit Hall
- Standard Booth Sign
- Standard Pipe and Draping
- 6ft table and 2 chairs
- 24 hour general guard service
- Pre/Post Attendee List (In-Person and Virtual Attendees)

### Virtual Booth

\$900 if you have an exhibit booth **or** \$1,500 just virtual

- Live Chat with Attendees
- Live Q&A with Attendees
- Provide Downloadable Documents
- Attendees Will be driven to Virtual Booths during Summit
- Attendees will be engaged by trivia-style game with prizes given for most correct answers
- Pre/Post Attendee List (In-Person and Virtual Attendees)

## SPONSORSHIP DETAILS

*Each sponsorship includes all Exhibit Booth items above*

### Women's Leadership Breakfast Sponsor (1 available)

\$7,500

- 2-3 minute speaking opportunity on stage at Breakfast

### Keynote Luncheon Sponsor (1 available)

\$7,500

- 2-3 minute speaking opportunity on stage at Luncheon

### Equity Luncheon Sponsor (1 available)

\$7,500

- 2-3 minute speaking opportunity on stage at Luncheon
- Premier Booth in exhibit hall

### 1st time attendees Breakfast Sponsor (1 available)

\$7,500

- 2-3 minute speaking opportunity on stage at First Time Attendees Breakfast

### Internet Buy-Out (1 available)

\$8,000

- Logo on landing page
- Special recognition on all wi-fi mentions
- Premier Booth Location in Exhibit Hall

### Awards Banquet Sponsor (2 available)

\$10,000

- 2-3 minute speaking opportunity on stage at Awards Banquet
- Premier Booth Location in Exhibit Hall

### General Session Sponsor (3 available)

12,000

- 2 Additional Exhibitor Badges
- 2-3 minute speaking opportunity on stage at general session
- Premier Booth Location in Exhibit Hall

## ACSA 2020 EXHIBITOR AGREEMENT

By submitting an electronic application for ACSA Leadership Summit 2020 (Expo scheduled for November 5-7, 2020) at the Hilton San Diego Bayfront, California, EXHIBITOR agrees to comply with the following ACSA Exhibitor Agreement (AGREEMENT):

- 1. Space Assignment:** Assignment of booth space is based on the time and date that a signed and paid application is received.
- 2. Sell-Out:** It is possible that the number of requests for booth space will exceed available space. ACSA will assign space on a first-come, first-served basis. A wait list may be established in the event of a sell-out.
- 3. Payment:** Full payment of booth and/or sponsorship fee is due immediately for all ACSA booth reservations. Credit card payments are acceptable and encouraged. If paying by check, check must be received within 14 days of reservation. No booth will be held for more than 14 days if payment is not received.
- 4. Cancellation:** Cancellation causes a substantial disruption in the assignment of booth space and planning of the Expo. Cancellations must be made in writing to ACSA's Exhibits Manager. Cancellations received in writing by October 1st, 2020, are eligible for a refund. Cancellations received after October 1st, 2020, will not receive a refund.
- 5. Traffic Builders:** ACSA encourages conference attendees to visit the Expo by offering:
  - a. Dedicated hours
  - b. Morning coffee
  - c. Drawings throughout
  - d. Reception first evening
  - e. Membership Activities
  - f. Tables for networking
- 6. Booth Specifications:** Booths are 8 feet by 10 feet. Back walls are 8 feet tall. Side dividers are 3 feet tall. Booth space does not include electricity. EXHIBITOR may order additional furnishings and set-up assistance directly from ACSA's exhibit contractor, TriCord (see clause 7c).
- 7. Use of Space:** All demonstrations or other promotional activities must be confined to the limits of the exhibit booth space. EXHIBITOR shall not assign, sublet or share the space allotted without the knowledge and consent of ACSA's Exhibits Manager. EXHIBITOR must show only items and services manufactured or sold in the regular course of business.
  - a. **Setup:** ACSA will provide a one-line identification sign stating EXHIBITOR's name and booth number. Each booth is 8 feet by 10 feet and consists of an 8-foot-tall back wall or drapery with aluminum uprights and stanchions with division rails approximately 36 inches high covered with matching draperies. Backgrounds 8 feet tall may extend out from the booth backline one-third of the depth of the booth and from that point to the aisle a maximum of 44 inches. No booth shall be constructed with a height exceeding 8 feet. No balloons may be present at the Expo.
  - b. **Noise:** EXHIBITORS with noise-producing equipment or activities that may reasonably disturb adjacent exhibitors must give 10 days' advance notice to ACSA's Expo Manager. In such cases, ACSA will attempt to make special arrangements and/or assign locations to reasonably accommodate the request.
  - c. **Decorator:** ACSA's official Expo decorator is TriCord. EXHIBITOR agrees to comply with TriCord company policy and procedures. TriCord will decorate the exhibit hall and set up booths. Electricity is not included with the booth fee. EXHIBITOR may order additional furnishings and set-up assistance directly from TriCord. TriCord will email EXHIBITOR the ACSA Exhibit Kit by July, 2020.
  - d. **Food and Beverage:** All food and beverage must be ordered from the official site caterer and distributed by persons approved by ACSA's Exhibits Manager. Absolutely no alcoholic beverages or tobacco products may be distributed by EXHIBITOR as a part of this AGREEMENT.
- 8. Additional Charges:** EXHIBITOR is responsible for additional charges incurred as a result of special requests to TriCord and the venue.
- 9. Early Dismantling:** Inspections will be made throughout the Expo. Any EXHIBITOR who dismantles or partially dismantles its booth before the close of the Expo disrupts the trade show and may not be invited to exhibit at future ACSA trade shows. This includes the final remaining minutes of the Expo. As a professional courtesy to other exhibitors, please do not tear down your booth until the Expo officially has been closed at 3:15 p.m. on Friday, November 6th, 2020.

10. **Floorplan Adjustments:** The diagram of the Expo floorplan and booth configurations are depicted as accurately as possible. ACSA reserves the right to change or alter the layout as deemed necessary by ACSA and/or safety officials. If changes or modifications are necessary, ACSA will make reasonable efforts to provide equivalent accommodations to EXHIBITOR.
11. **Event Cancellation:** Should the Expo be canceled for reasons beyond ACSA's control, EXHIBITOR will be refunded in full within 60 days of cancellation. EXHIBITOR agrees to hold ACSA harmless from any claims for damages incurred as a result of cancellation.
12. **Insurance:** EXHIBITOR agrees to maintain the following minimum levels of liability insurance coverage naming CASBO and its officers, employees, agents and volunteers as additional insureds on the policy. ACSA may require EXHIBITOR to provide proof of the following coverage:
  - a. General Liability – \$1,000,000 or greater
  - b. Automobile Liability – \$1,000,000 or greater
  - c. Workers' Compensation – California state requirements
13. **Indemnification and Hold Harmless:** EXHIBITOR agrees to indemnify, defend and hold harmless ACSA and its officers, employees, agents and volunteers against all liability, loss and costs arising from actions, suits, claims or demands attributable solely and exclusively to acts or omissions of EXHIBITOR, and EXHIBITOR's officers, agents and employees, in performance of this AGREEMENT.
14. **Safety Regulations:** All booth decorations must be flame retardant. Hanging decorations must clear the floor. Electrical wiring must conform to the National Electrical Code Safety Rules. ACSA reserves the right to require the correction or removal of any EXHIBITOR property. EXHIBITOR is responsible for safety while performing the work related to this AGREEMENT. Compliance with such laws is mandatory. EXHIBITOR may not build a ceiling on the rented booth if it is below a building sprinkler device. EXHIBITOR must contact ACSA's Exhibits Manager to request such alteration to the booth to ensure proper compliance with safety laws. EXHIBITOR may not store empty packing boxes or cases in booths during open Expo hours. When properly marked for identification and upon fire marshal approval, these items may be stored at EXHIBITOR's risk and expense at an approved location in the building or by TriCord.
15. **LCD Projectors:** Projection machines are limited to sales demonstrations only and shall not be used for showings designed primarily to amuse attendees. EXHIBITOR may not project images on the ceiling or walls.
16. **Sales:** If EXHIBITOR sells merchandise on Expo premises, EXHIBITOR agrees to comply with local ordinances and state laws. EXHIBITOR must have a valid seller's permit or temporary seller's permit with the California State Board of Equalization. EXHIBITOR is responsible for collecting and reporting all California state and local sales taxes. (Please contact the Taxpayer Assistance Section at (800) 400-7115.)
17. **Union Jurisdiction:** EXHIBITOR is required to use qualified union personnel for the installation and dismantling of booths and handling of materials. The handling, placing or setting out of merchandise for display does not require union labor and may be done by EXHIBITOR. In addition, the installation or dismantling of a booth that can be accomplished within 30 minutes, that does not require the use of hand tools, and that does not require more than one person to set up, may be performed by EXHIBITOR. Tricord is responsible for maintaining traffic schedules at the exhibit hall. Union jurisdiction allows hand-carried items only and will not permit EXHIBITOR to use dollies, hand trucks or carts to transport material.
18. **Schedule:** EXHIBITOR may commence booth installation at 2:00 p.m. and must complete its setup by 6:00 p.m. on Wednesday, November 4th, 2020. Goods and materials used during the Expo may not be removed from the Expo area until the Expo has officially ended at 3:15 p.m. on Friday, November 6th, 2020.

#### ACSA 2020 EXPO HOURS

##### Wednesday, November 4th

2:00 - 6:00     Exhibitor Move in

##### Thursday, November 5th

7:00 - 8:15     Exhibit Hall Grand Opening (Coffee, raffle prizes, ACSA store)  
11:00 -12:00     Dedicated Exhibit Hall Time  
2:30 - 3:00     Exhibit Hall Afternoon Snack Break (raffles and games)  
4:15 - 6:00     General Session Keynote (Exhibit Hall Closed)  
6:00 - 7:30     Reception in Exhibit Hall (Music, Gaming, Light food and drinks)

##### Friday, November 6th

7:00 - 8:15     Continental Breakfast with Exhibitors  
11:30 - 1:00     Lunch on own, exhibit hall activities (raffles and games)  
3:00 - 3:15     Exhibit Hall Closing - grand prize drawings  
3:15 - 5:00     Exhibitor Move Out