

**2019 VRMA EXHIBIT SPACE APPLICATION**  
**2019 VRMA INTERNATIONAL CONFERENCE**  
**OCTOBER 13 - 15, 2019 | HYATT REGENCY NEW ORLEANS | NEW ORLEANS, LA**



Company/Organization \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Province \_\_\_\_\_

ZIP/Postal Code \_\_\_\_\_

Country \_\_\_\_\_

Phone \_\_\_\_\_

Email Address \_\_\_\_\_

Company Website \_\_\_\_\_

Are you a VRMA Member?  Yes – or –  No

Exhibit Booth Rates	International Conference	
	Per 8' x 10' Booth Space	Early Rate (Through May 31, 2019)
VRMA Member	<input type="checkbox"/> \$3,995	<input type="checkbox"/> \$4,095
Non-Member	<input type="checkbox"/> \$4,895	<input type="checkbox"/> \$4,995
Additional Booth	<input type="checkbox"/> \$3,195 x _____	<input type="checkbox"/> \$3,195 x _____

**TOTAL** \$ \_\_\_\_\_

**BOOTH LOCATION PREFERENCES**

**International Conference**

1<sup>st</sup> Choice \_\_\_\_\_

2<sup>nd</sup> Choice \_\_\_\_\_

3<sup>rd</sup> Choice \_\_\_\_\_

**PAYMENT INFORMATION**

Total Exhibits Investment (in USD) = \$ \_\_\_\_\_

Payment Type:

Send Check to: VRMA

Attn: VRMA Exhibits  
P.O. Box 776296  
CHICAGO, IL. 60677-6269

Credit Card: Upon receipt of this contract,

VRMA will email an invoice to the main contact with link for online payment.

**PAYMENT SCHEDULE**

First payment of 50% with contract

Final payment of 50% due by May 31, 2019

**PARTNER ACKNOWLEDGEMENT**

I am an authorized representative of the company named on this Exhibit Space Application with the full power and authority to sign and deliver this Exhibit Space Application. By signing this Exhibit Space Application, the exhibitor agrees to abide by all terms as printed in the Contract Conditions/Rules & Regulations. I further acknowledge that VRMA reserves the right, in its absolute discretion, to reject this Exhibit Space Application. This application shall not become a binding contract until fully executed by both parties (exhibitor and VRMA).

Signature \_\_\_\_\_

Print Name \_\_\_\_\_

Date \_\_\_\_\_

**CANCELLATION POLICY**

If notice is received prior to May 31, 2019, the exhibitor will be responsible for 50% of their total contracted space. If notice is received after May 31, 2019, exhibitor is liable for 100% of total contracted space.

**RETURN THIS CONTRACT WITH PAYMENT TO** Kevin McDonnell, VRMA Sales Manager, at [kmcdonnell@vrma.org](mailto:kmcdonnell@vrma.org).

# 2019 VRMA EVENTS

## CONTRACTUAL RULES AND REGULATIONS



### 1. Exhibitor Rules & Regulations

Exhibitor agrees to adhere to all of the terms and conditions of these Contractual Rules & Regulations (the "Rules & Regulations") and of the 2019 Booth Space Application (the "Application" and together with the Rules & Regulations, the "Agreement"). VRMA requires the full cooperation of the exhibitor in their observance. Please be sure that your promotional department or anyone else involved in the arrangements for your exhibit has a copy of the Agreement.

### 2. Sponsorship/Purpose

The purpose of exhibiting at a 2019 VRMA event is to complement the professional meetings and education sessions by informing and educating registrants on the latest developments in the vacation rental management and hospitality industry, related technologies, systems, equipment, products and services.

The term "VRMA" used in this Agreement shall mean the Vacation Rental Management Association (VRMA) and as the context may require its employees or agents, duly acting for VRMA in the management of VRMA Conferences.

### 3. Official Exhibit Hall Management

SmithBucklin will orchestrate management of the VRMA International Conference and be known as VRMA Exhibit Hall Management. SmithBucklin is responsible for assigning exhibit space and managing onsite logistics. SmithBucklin acts as a liaison between VRMA, the exhibitors, and the conference contractors. If you have any questions about your exhibit booth, contact SmithBucklin directly:

SmithBucklin  
2025 M Street NW, Suite 800  
Washington D.C. 20036  
Phone: 312-673-5630  
E-mail: [vrmaexhibits@vrma.org](mailto:vrmaexhibits@vrma.org)

### 4. Exhibit Space Cost

#### International Conference

For the VRMA 2019 International Conference, exhibit space will be rented at the rate indicated on the 1st page of the contract pending your contract date and membership status.

#### Booth Package

Booths are sold in 8' x 10' increments. This rate includes (1) registration, (1) 6' skirted table, (2) plastic side chairs, (1) wastebasket, (1) 7" x 44" booth identification sign, a booth identification sticker and pipe and drape for in-line and perimeter booths. Exhibitors and sponsors are limited to (6) booths per U.S. event and booths cannot exceed more than two locations in the exhibit hall.

#### Spring Forum

For the VRMA 2019 Spring Forum, exhibit space will be rented at the rate indicated on the 1st page of the contract pending your contract date and membership status. Booths are sold in 8' x 10' increments.

#### Booth Package

Booths are sold in 8' x 10' increments. This rate includes (1) registration, (1) 6' skirted table, (2) plastic side chairs, (1) wastebasket, (1) 7" x 44" booth identification sign, a booth identification sticker and pipe and drape for in-line and perimeter booths. Exhibitors and sponsors are limited to (6) booths per U.S. event and booths cannot exceed more than two locations in the exhibit hall.

Exhibitor must pay VRMA according to the Payment Terms for each conference. VRMA (or SmithBucklin, on VRMA's behalf) may invoice you for this payment

any time after VRMA (or SmithBucklin, on VRMA's behalf) received and accepts a completed Application. A 50% deposit is due upon receipt of contract for both Spring Forum and International Conference. Full payment is due on January 18, 2019 for Spring Forum and May 31, 2019 for International. All payments shall be made to VRMA in the manner specified on the invoice. If any of the above payments is not made in accordance with the above terms and conditions, VRMA will be under no obligation to you under this Agreement or otherwise, meaning among other things that any space previously reserved for you will be subject to release in VRMA's sole discretion without notice and without any further obligation of any kind by VRMA. Applicants who submit applications that are received after January 18, 2019 for Spring Forum or May 31, 2019 for International ("Late Applicants") must include full payment to be considered for acceptance and, if accepted by VRMA, any such payment shall be non-refundable. Each Late Applicant understands and agrees that even if the Late Applicant is accepted as an exhibitor for the International Conference and given booth space (a decision which shall be in VRMA's sole discretion), certain benefits of timely applications, such as inclusion in VRMA's promotional materials for the conference, may not provide to the Late Applicant notwithstanding that such Late Applicant has made payment in full.

### 5. Space Assignment

Exhibitors will select space using a priority point system. After booth space selection, exhibitors shall identify their ideal exhibit space locations as further set forth on the Application. Exhibitors are encouraged not to concentrate all space choices in one area of the floor plan. Exhibit space will be assigned on a first come, first serve basis pending when the Application is received. Upon receipt of Application, VRMA will time stamp the document to ensure documentation.

Because it is nearly impossible to contact all Exhibitors for new selections of booth space, VRMA reserves the right to assign the next most suitable space when the requested space is not available. VRMA also reserves the right, at its sole discretion, to modify the floor plan to accommodate space sales or to avoid conflicts, and, should conditions dictate, VRMA reserves the right to adjust the floor plan and relocate exhibit booths as necessary. If deposit payment is not received with contract prior to space selection, your company will not be included in space selection. The preferences given for booth space locations are guidance and are not guaranteed by VRMA.

### 6. Reductions of Space and Cancellations

**Reduction of Space:** If a notice requesting reduced space is received on or prior to January 18, 2019 (Spring Forum) or May 31, 2019 (International), VRMA will refund 30 percent of the total cost for the reduced space. If notice is received after January 18, 2019 (Spring Forum) or May 31, 2019 (International), no refunds will be issued on reduced space.

**Cancellation of Space:** If an applicant notifies VRMA in writing on or before January 18, 2019 (Spring Forum) and May 31, 2019 (International) of its decision not to participate in the event and requests a refund, a refund shall be given on all amounts paid by that applicant for booth space except for the 50% deposit for each booth which VRMA shall retain. After January 18, 2019 (Spring Forum) and May 31, 2019 (International), VRMA will not issue refunds whatsoever on any amounts paid for booth space. All reduction and cancellation notices must be in writing and sent via a delivery service which provides confirmation of delivery (i.e., FedEx, UPS, etc.) to the VRMA Exhibit Manager at the below address:

VRMA c/o SmithBucklin  
ATTN: VRMA Exhibits  
2025 M Street NW, Suite 800  
Washington D.C. 20036

Notwithstanding the foregoing, cancellation notices may also be sent via email, addressed to [vrmaexhibits@vrma.org](mailto:vrmaexhibits@vrma.org), provided that the cancelling exhibitor obtains confirmation of VRMA's receipt of the email on or before the cancellation deadline.

No-shows will be treated as cancellations starting at 10:00 a.m. on April 15, 2019 (Spring Forum) and October 13, 2019 (International). Any exhibit space not installed by 10:00 a.m. may thereafter only be set-up at the sole discretion of VRMA, and all expenses will be charged to and payable by the exhibiting company. In the best interest of the exhibits, VRMA reserves the right, in its sole discretion, to reassign any no-shows or unset exhibit space after 4:00 p.m. There will be absolutely no refunds whatsoever and all space contracted for must be paid in full, even if VRMA reassigns no-show or un-set exhibit space to a paying exhibitor.

If for any reason beyond VRMA's control, the 2019 VRMA event must be cancelled, shortened, delayed, or otherwise altered or changed, exhibitor understands and agrees that all losses and damages which it may suffer as a consequence thereof are its responsibility and not that of VRMA or VRMA's board, officers, employees, agents, or subcontractors. Exhibitor understands that it may lose all monies it has paid to VRMA for space and/or sponsorship at the event, as well as other costs and expenses it has incurred, including travel to the event, setup, lodging, freight, employee wages, etc.

Exhibitor, as a condition of being permitted by VRMA to be an exhibitor at the event, agrees to indemnify and hold harmless VRMA and VRMA's board, officers, employees, agents, and subcontractors from any and all loss which exhibitor may suffer as a result of the event's cancellation, duration, delay, or other alterations or changes caused in whole or in part by any reason outside VRMA's control.

## 7. Suitability of Exhibits and Retail Sales

Notwithstanding any other provision in the Agreement, VRMA reserves the right to determine the eligibility of any exhibitor for inclusion in the event and to prohibit an exhibitor from conducting and maintaining an exhibit if, in the sole judgment of VRMA, the exhibitor or exhibit or proposed exhibit shall in any respect be deemed unsuitable. The foregoing prohibition relates to persons, conduct, articles or merchandise, printed materials, souvenirs, catalogs and any other items, without limitation, which reflect the character of the exhibit.

No retail sales, where payment is received and product delivered, are permitted within the exhibit area at any time. Payment and/or orders may be taken for future delivery.

## 8. Intellectual Property Matters

The exhibit grants VRMA a fully paid, irrevocable, non-exclusive worldwide license to use the exhibitor's name and logo in any or all of the promotional materials—both online and in print— identified in the 2019 Exhibitor Prospectus & Application and in any other materials related to the event. This license shall survive termination or expiry of the Agreement. The exhibitor represents and warrants to VRMA that no materials used in or in connection with their exhibit infringe the trademarks, copyrights (including, without limitation, copyrights in music and other materials used or broadcast by exhibitor) or other intellectual property rights of any third party. The exhibitor agrees to immediately notify VRMA of any information of which exhibitor becomes aware regarding actual or alleged infringement of any third party's trademarks, copyrights or other intellectual property rights. The exhibitor agrees to indemnify, defend, and hold VRMA, its agents, successors, and assigns harmless from and against all losses, damages, and costs (including reasonable attorneys' fees) arising out of or related to claims of infringement by exhibitor of the trademarks, copyrights, and other intellectual property rights of any third party. Notwithstanding the foregoing, VRMA shall not be liable for and expressly disclaims all liability for infringement or alleged infringement of the trademarks, copyrights, or other intellectual property of any third party arising out of the actions of any exhibitor.

## 9. Exhibit Setup

Set-up of exhibits will commence starting at 10:00 a.m., Sunday, April 14 (Spring Forum) and Sunday, October 13, 2019 (International). If an exhibit is not set up prior to one hour before show open, VRMA reserves the right to re-assign such space to another exhibitor or to make such other use of the space as deemed necessary or appropriate. VRMA reserves the right to set up the exhibit or remove the freight from the booth at the exhibitor's expense. No refund will be made to the original contracting exhibitor. VRMA reserves the right to modify setup, exhibit, and dismantle hours in which case all exhibitors will be notified. Empty boxes cannot be stored behind the exhibit booth. They must be removed from the exhibit hall prior to the exhibit hall opening and cannot be returned prior to the conclusion. No part of any exhibit, or signs relating thereto, shall be posted, nailed, or otherwise attached to columns, walls, floors, or other parts of the building or its furniture, in any way to deface same. Damages arising from failure to observe these rules shall be payable by the exhibitor.

An exhibitor may use the services of an outside independent contractor only for the installation and dismantling of the exhibit provided that they submit an Exhibitor Appointed Contractor (EAC) form to Alliance along with a valid Certificate of Insurance. If exhibitors intend to use an Exhibitor Appointed Contractor to install and/or dismantle their booth, the exhibitor must notify VRMA thirty (30) days prior to the conference. A notification form will be provided in the Exhibitor Service Manual. An original certificate of insurance must be filed with VRMA in order for any exhibitor appointed contractors to gain access to the exhibit hall.

Any exhibitor occupying an Island, Split Island, Peninsula, or Modified Peninsula space is required to submit a detailed floor plan, including dimensions, VRMA for review and approval thirty (30) days prior to the exhibit hall opening. Floor plans should be submitted via email to [vrmaexhibits@vrma.org](mailto:vrmaexhibits@vrma.org).

Exhibitors must abide by all of the union, labor, and set-up rules and regulations of the Hotel and/or Convention Center. A detailed list of all rules and regulations is included in the Exhibitor Services Manual, made available to exhibitors ninety (90) days prior to the exhibit hall opening. To obtain these rules prior to this time, contact VRMA's Exhibition Manager at [vrmaexhibits@vrma.org](mailto:vrmaexhibits@vrma.org). The hotel/convention center has reserved the right to update, change, or amend its rules and regulations after publication in the Exhibitor Services Manual.

## 10. Booth Construction

Standard Inline Booth Inline booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. Individual booths may be combined to form a larger inline booth space.

### Dimensions

For purposes of consistency and ease of layout, all inline booths are 10' (3.05m) across the front and a depth of 8' (2.44m).

### Use of Space

Regardless of the number of inline booths utilized, e.g., 8' by 20' (3.05m by 6.10m), 8' by 30' (3.05m by 9.14m) etc., exhibit fixtures should be arranged in such a manner as not to obstruct sight lines of neighboring Exhibitors. The maximum height of 8' (2.44m) is allowed in the rear of the booth space, with a 4' (1.22m) height restriction imposed on all exhibit fixtures within 5' (1.52m) of an aisle. When two (2) or more inline booths are used in combination as a single exhibit space, the 4' (1.22m) height limitation is applied only to that portion of exhibit space which is within 10' (3.05m) of an adjoining booth.

### Corner Booth

A corner booth is an inline booth exposed to aisles on two (2) sides. All other guidelines for inline booths apply.

### Perimeter Booth

A perimeter booth is an inline booth that backs up to an outside wall of the exhibit facility rather than to another exhibit. All guidelines for inline booths apply to perimeter booths with the exception that the maximum back wall height is 12' (3.66m).

### Peninsula Booth

A peninsula booth is exposed to aisles on three (3) sides and composed of a minimum of four (4) booths. Backwalls must be finished and cannot contain copy. There are two (2) primary types of peninsula booths: one which backs up to inline booths and one which backs up to another peninsula booth and is referred to as a split island booth.

#### **Dimensions**

When a peninsula booth backs up to two (2) inline booths, the backwall is restricted to 4' (1.22m) in height within 5' (1.52m) of the aisle and 10' (3.05m) of the adjoining booths. 20' (6.10m) is the maximum height allowance for the center portion of the backwall, exhibit fixtures, components and identification signs.

Any Exhibitor occupying a peninsula booth is required to submit a detailed floor plan with dimensions, including height, of all items in the booth, including hanging signage, to VRMA Exhibit Hall Management for review and approval thirty (30) days prior to the exhibit hall opening. Floor plans should be sent via email to [vrmaexhibits@vrma.org](mailto:vrmaexhibits@vrma.org).

#### **Split Island Booth**

A split island booth is a peninsula booth that shares a common backwall with another peninsula booth. The entire cubic content of this booth may be used up to the maximum content of 20' (6.10m), including signage. Backwalls must be finished and cannot contain copy.

Any Exhibitor occupying a split island booth is required to submit a detailed floor plan with dimensions, including height, of all items in the booth, including hanging signage, to VRMA Exhibit Hall Management for review and approval thirty (30) days prior to the exhibit hall opening. Floor plans should be sent via email to [vrmaexhibits@vrma.org](mailto:vrmaexhibits@vrma.org).

#### **Island Booth**

An island booth is any size booth exposed to aisles on all four (4) sides. The entire cubic content of this booth may be used up the maximum content of 20' (6.10m), including signage.

Any Exhibitor occupying an island booth is required to submit a detailed floor plan with dimensions, including height, of all items in the booth, including hanging signage, to VRMA Exhibit Hall Management for review and approval thirty (30) days prior to the exhibit hall opening. Floor plans should be sent via email to [vrmaexhibits@vrma.org](mailto:vrmaexhibits@vrma.org).

#### **Canopies/Ceilings, Hanging Signs & Graphics, and Multistory Exhibits**

Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or for hanging products). Canopies for inline or perimeter booths should comply with line of sight requirements and may not protrude into the aisle. The base of the canopy should not be lower than 7' (2.13m) from the floor within 5' (1.52m) of any aisle. Canopy supports should be no wider than 3" (7.62cm). This applies to any booth configuration that has a sightline restriction, such as an inline booth.

Hanging signs and graphics are permitted in all peninsula, modified peninsula, split island and island booths to a maximum height of 20' (6.10m) to the top of the sign. Whether suspended from above or supported from below, they should comply with all use-of-space requirements. If within 5' (1.53m) of an adjacent booth, and if the placement complies with the use-of-space requirements, the side facing the adjacent booth should be finished and not contain any copy.

A multi-story exhibit is permitted in all peninsulas, modified peninsula, split island and island booths to a maximum height of 16' (4.88m). Multi-story exhibits may require approval and building permits from the hotel/convention center and/or the local Fire Marshal and/or the city. Exhibitors should obtain permits early on to ensure that all time constraints are met.

Fire and safety regulations for the hotel/convention center may apply to canopies/ceilings, hanging signs & graphics, and multistory exhibits will be included in the Exhibitor Services Manual made available to Exhibitors in ninety (90) days prior to exhibit hall opening. For an advance copy, contact VRMA Exhibit Hall Management by sending an e-mail to [vrmaexhibits@vrma.org](mailto:vrmaexhibits@vrma.org). The

hotel/convention center have reserved the right to update, change or amend its rules and regulations after publication in the Exhibitor Services Manual.

#### **11. Exhibit Hours and Admission**

Admittance during non-exhibit hall hours without permission from VRMA Exhibit Hall Management is prohibited. Children under the age of 16 are not permitted on the exhibit floor at any time, unless a liability waiver has been signed with VRMA granting permission. VRMA Exhibit Hall Management shall have the sole control over admission policies. All persons visiting the exhibit area, including exhibit booth representatives, will be required to register and to wear an appropriate badge.

#### **12. Dismantling of Exhibits**

Exhibits are to be kept intact until the closing of the exhibit hall at 3:00 p.m. on Tuesday, April 16, 2019 (Spring Forum) and 5:00 p.m. on Tuesday, October 15 (International). All exhibits on the exhibit floor are to be fully removed by 6:00 p.m. on Tuesday, April 16 (Spring Forum) and 9:00 p.m. on Tuesday, October 15 (International). If exhibits are not removed by the specific time, VRMA has the right to remove exhibits and charge the expense to the Exhibitor. Any Exhibitor who begins dismantling and removal of their display before the close of the exhibit hall may lose the privilege of exhibiting at future events. This rule will be strictly enforced.

#### **13. Shipment of Exhibits**

The official general service contractor will receive freight shipments for Exhibitors. Exhibitors who wish to forward materials in advance of the exhibit opening must consign their exhibits to the official general service contractor. Exhibits and related materials will not be accepted in advance as freight by the hotel/convention center will be redirected to the official event decorator at the Exhibitor's expense. Shipping information will be included in the Exhibitor Services Manual, made available to Exhibitors ninety (90) days prior to the exhibit hall opening.

#### **14. Exhibit Staffing**

Exhibits must be staffed by qualified employees of the Exhibitor at all times during exhibit hall hours. Each individual staffing an Exhibitor's booth is required to register and must wear the Exhibitor badge furnished. Exhibitors are provided one (1) complimentary full conference badge per booth contracted. VRMA reserves the right to require Exhibitors to stay at VRMA's preferred hotels in order to receive their complimentary badges.

#### **15. Subletting Prohibition**

**Exhibitors may not assign or sublet this contract, or permit others to use any contracted exhibit space without the express approval of VRMA Exhibit Hall management.** Exhibitors must display only products or services manufactured or sold by them in the regular course of business. The featuring of names or advertisements of non-exhibiting firms or businesses will not be permitted. If an article of a non-exhibiting firm or business is required for the operation or display of any Exhibitor's wares, identification of such article shall be limited to the usual and regular nameplates, imprinting, or trademarks under which the article is sold in the regular course of business.

#### **16. Canvassing by Non-Exhibitors**

The VRMA event is limited to registered attendees as well as registered representatives of firms, professional organizations and dealers who have contracted with VRMA for exhibit space and/or sponsorship. No other persons or concerns will be permitted to demonstrate their products or distribute advertising materials at any time during the event. Market research companies will be assigned space only if research is being done for a company exhibiting on the floor. Research companies must indicate on the exhibit application the company for which they are conducting market research.

#### **17. Pre-Show/Post-Show Attendee Lists**

Each exhibiting company is entitled to receive a complimentary copy of the pre and post show attendee list with the purchase of an exhibit booth space. The

pre-show and post-show attendee mailing list are for one-time use mailing of a single packet of advertising or other information and materials to promote their own products or services in conjunction with the event. Use of mailing lists is exclusive to exhibiting companies and is non-transferable. Companies that violate the one-time use only policy are subject to a fine ten times the cost of the mailing list rental and may lose some or all of its priority points with VRMA as well as the privilege of exhibiting at future VRMA events.

The list of names and addresses is, and remains, the sole and exclusive property of VRMA, and may not be used for any purpose, or incorporated into any other list or database, without VRMA's express written consent. Lists contain decoy names to detect unauthorized or illegal use. The Exhibitor agrees not to violate the above rules pertaining to the pre-show and/or post-show attendee list.

Exhibitor acknowledges that personal information of all its company contacts may be used in accordance with the terms of this Agreement and/or our Privacy Policy [<http://www.vrma.org/page/privacy-policy>]. Exhibitor represents it is authorized by all its company contacts to provide the preceding acknowledgement on their behalf.

### 18. Company Description for Mobile Application

Each exhibiting company will have a listing in the mobile application (pending date contract is submitted) including contact information and a 30-word company description. VRMA will make every attempt to collect the description from the primary logistics of the exhibiting company but if no response is received, VRMA reserves the right to use a description submitted in a previous year or to use information from the exhibiting company's website.

### 19. Continuing Education

Programs awarding contact education credit must be kept separate from staffed exhibits, promotional presentations or electronic advertisements.

### 20. Irregular Activities

All activities of each Exhibitor must be confined to the Exhibitor's allotted exhibit space except for entertainment and social functions. Demonstrations in booths must be designed to take place and keep the audience within the existing booth space to allow free access in the aisles. Noisemakers of any kind will not be permitted as giveaways. Exhibitors may not place "stick-ons" on attendees' badges. Sideshow tactics or other undignified methods considered by VRMA to be objectionable are expressly prohibited in the Exhibit Hall. Demonstrations using live models are prohibited.

### 21. Promotions, Contests, Sweepstakes, Random Drawings

In the event that Exhibitor advertises, markets, promotes and/or administers any type of promotion including but not limited to giveaways, sweepstakes, drawings, contests in connection with the event (collectively "Promotion"), Exhibitor agrees that it shall use, publish and make available to entrants official rules for the Promotion which shall include at a minimum the Mandatory Disclosures set forth in the Exhibitor Services Manual, without change. Exhibitor is solely responsible for (1) compliance with all applicable laws in the advertising, marketing, promotion and/or administration of the Promotion; and (2) all costs, damages, liabilities, losses or injuries occasioned by the same. In the event Exhibitor does not comply with these provisions relation to Promotions VRMA may terminate the Promotion on notice to Exhibitor.

VRMA and its subsidiaries and affiliated companies and agencies and each of their respective officers, board, employees, representatives and agents (collectively, the "Related Parties") SHALL NOT BE LIABLE, AND DISCLAIM ANY LIABILITY, FOR ANY CLAIM, LOSS OR DAMAGE, DIRECT OR INDIRECT INCLUDING WITHOUT LIMITATION, COMPENSATORY, CONSEQUENTIAL, INCIDENTAL, SPECIAL, EXEMPLARY OR PUNITIVE DAMAGES OF ANY KIND WHATSOEVER IN CONNECTION WITH, AS A RESULT OF, OR ARISING OUT OF ANY PROMOTION, THE AWARDED, DELIVERY, OR USE OF ANY PRIZE OR ANY ACTIONS OR OMISSIONS OF EXHIBITOR OR ANY THIRDPARTY IN CONNECTION WITH ANY PROMOTION. Exhibitor shall defend, indemnify, and hold the Related Parties harmless against any and all costs or liability for any injuries, losses or damages of any kind, resulting in whole or in part, directly or indirectly, from acceptance,

misuse or use of the prize or participation in or exclusion from any Promotion or in any Promotion-related activity, or any actions or omissions of Exhibitor in connection with the Promotion.

Exhibitor may not use VRMA trademark, trade name, logo, slogan, or other designation in the advertising of any drawings, game of chance or raffles without express written permission of VRMA.

### 22. Use of Space - General

A. No Exhibitor will be permitted to display or distribute literature or any promotion outside the confines of the assigned booth space in the Exhibit Hall unless written permission is given by VRMA. Distribution or display of promotional material in public areas or education session rooms of the Convention Center/Hotel are strictly prohibited.

B. Exhibitors are prohibited from possessing, displaying or depicting any products or components or company names in their booth which could be interpreted as being a promotion of another company.

C. No exhibit will be permitted which interferes with the use of other exhibits or impedes access to them or impedes the free use of the aisles.

D. Helium balloons, lighter-than-air objects, gummed stickers or labels will not be permitted as handouts/souvenirs. Distribution by Exhibitors, or their agents, of any printed materials, souvenirs or other articles shall be restricted to the Exhibitor's booth space.

E. Any special promotions, music or stunts planned for the Exhibit Hall, must be cleared with VRMA. VRMA reserves the right to designate specific days and hours during which special promotions and stunts may be conducted, if they are permitted at all.

F. VRMA reserves the right to control all suites and meeting rooms in the MGM Grand and in those hotels participating in the VRMA housing block. These controls have already been set up with the proper person in each property. Request forms for function space including meeting and hospitality rooms are included in the Exhibitor Services Manual, made available to Exhibitors ninety (90) days prior to the exhibit hall opening. No entertainment, meetings, or similar activities for VRMA attendees can be scheduled during official exhibit hall or program hours, including social events, without direct approval from VRMA.

G. No animals are permitted in the Convention Center/Hotel other than service animals.

H. Exhibitors must abide by all of the facility rules and regulations of the contracted facility. A detailed list of all convention center rules and regulations are included in the Exhibitor Services Manual, made available to Exhibitors ninety (90) days prior to the exhibit hall opening. To obtain these rules prior to their publication email [vrmaexhibits@vrma.org](mailto:vrmaexhibits@vrma.org). The hotel/convention center has reserved the right to update, change or amend its rules and regulations after publication in the Exhibitor Services Manual.

I. The VRMA logo and VRMA conference logo may not be used without the express written permission of VRMA. VRMA will distribute an official VRMA Exhibitor logo to all Exhibitors for their use prior to the Exhibition. Exhibitors agree to abide by the guidelines included with the VRMA Exhibitor logo.

K. All Exhibitors shall be responsible for compliance with the Americans with Disabilities Act. The Exhibitor shall hold VRMA or its board, officers, employees, agents or subcontractors harmless from any consequences of exhibiting company's failure in this regard. For more information on the Americans with Disabilities Act and how to make your exhibit accessible to persons with disabilities, please contact:

U.S. Department of Justice  
ADA, Civil Rights Division  
Disability Rights Section – NYAV  
950 Pennsylvania Avenue, NW  
Washington, D.C. 20530 USA

L. Exhibitors must have a floor covering in the entire space rented if the exhibit hall is not already covered. If no covering is installed by end of Exhibitor set-up, VRMA will order carpet for the space at the Exhibitor's expense.

M. All booth personnel must be properly and modestly clothed. Exhibitors must see that any models hired for their firm be appropriately dressed in business or business casual attire and act within the boundaries of good taste.

N. Any Exhibitor wishing to provide food or beverages, both non-alcoholic and alcoholic, in their booth during exhibit hours must receive permission from VRMA Exhibit Management. For information on how to submit item(s) for approval, e-mail [vrmaexhibits@vrma.org](mailto:vrmaexhibits@vrma.org). Please note that outside food and beverages are prohibited and any items provided should be ordered through the hotel/convention center's catering department.

O. VRMA must approve all public relations, press and media-related activities of an Exhibitor that will take place on the exhibit floor. All press must have a badge to enter the exhibit hall.

P. Exhibiting companies must display and brand products and services of the company identified on the exhibitor application. Companies cannot display products or branding from related companies. All company branding must identify with the company contracted with VRMA.

### 23. Use of Space - Audio/Video, Lights, Music, etc.

A. No spotlight may be directed toward the aisles or so directed that it proves to be irritating or distracting to neighboring exhibit booths or guests.

B. Droplights or special lighting devices must be hung at a level or positioned so as not to prove to be an irritant or distraction to neighboring exhibit booths or guests.

C. No strobe light effects are permitted.

D. Projectors, computer screens or TV screens must not cause people to block the aisle. Computer screens and TV screens are considered part of the overall booth components and may not protrude into the aisle.

E. Loud speakers or operation of equipment which is of excessive sound volume to be annoying to neighboring Exhibitors or guests is not permitted based on the 80/80 Rule: Any sound that consistently exceeds 80 decibels measured at the edge of an Exhibitor's booth or is clearly identifiable more than 80 feet from that booth is considered objectionable.

F. Exhibitors are prohibited from taking videos or photographs of any booths on the exhibit hall, other than their own.

G. No Exhibitor shall cause any copyrighted music to be played or performed. Exhibitors are responsible for individual ASCAP/BMI music licensing fees if applicable.

### 24. Exhibitor-Sponsored Hospitality/Entertainment Functions

Exhibitors/Sponsors are to conduct social and hospitality functions in a manner that is consistent with the professional and educational nature of VRMA. Exhibitors sponsoring any type of function are required to adhere to the following guidelines:

All planned focus groups; social, or hospitality functions as well as company functions/meetings must be cleared through VRMA's Conference Manager prior to booking meeting space and must not conflict with the official program.

The final hours will be outlined on the Exhibitor Sponsored Hospitality Form which will be included in the Exhibitor Services Manual and must be submitted in order to gain approval. Nonexhibiting/sponsoring companies are prohibited from hosting hospitality functions, market research or focus groups during the event. Honoraria and other inducements to attract attendance to focus groups,

hospitality functions and non-VRMA educational meetings are not sanctioned by VRMA and should be avoided. Host companies must make it clear that their event is not an official VRMA function. Host companies agree to assume all liability arising out of or in connection with such functions and agree to indemnify VRMA against any and all liability, claims and demands arising or in connection with such functions.

### 25. Exhibitor Liability, Indemnification & Insurance

Exhibitor remains solely responsible for the safety of its property at all times during transit to and from the Exhibit Hall and within the Exhibit Hall. Exhibitors wishing to insure their exhibit material, goods and/or wares against theft, damage by fire, accident or loss of any kind must do so at its sole expense. Neither VRMA, its board, officers, employees, agents, subcontractors nor management of the Exhibit Hall (hereinafter "Exhibit Hall Management") are responsible for Exhibitor's property or any loss thereto from any cause.

EXHIBITOR HEREBY WAIVES AND RELEASES ANY CLAIM OR DEMAND IT MAY HAVE AGAINST ANY OF THE EXHIBIT HALL MANAGEMENT BY REASON OF ANY DAMAGE TO OR LOSS OF ANY OF ITS PROPERTY.

Exhibitor agrees that it will indemnify and hold Exhibit Hall Management harmless from and against all claims on account of injury to any person or property to the extent that any such injury was caused wholly or in part by an act or omission of Exhibitor or any of its agents, employees, subcontractors, guests, licensees or invitees. This indemnification of Exhibit Hall Management by Exhibitor is effective unless such injury was caused by the sole negligence, or gross negligence or willful misconduct of Exhibit Hall Management. Exhibitor agrees that if Exhibit Hall Management is made a party to any litigation commenced by or against Exhibitor, or relating to this lease or the premises leased hereunder, then EXHIBITOR WILL PAY ALL COSTS AND EXPENSES, including reasonable attorneys' fees, INCURRED BY OR IMPOSED UPON EXHIBIT HALL MANAGEMENT BY REASON OF SUCH LITIGATION.

### 25. Amendments/Interpretation

VRMA reserves the right to amend and enforce these Contract Conditions/Rules & Regulations. Notice of any amendments shall be given to each Exhibitor. Each Exhibitor, for itself, its agents and employees agrees to abide by all Contract Conditions/Rules & Regulations set forth therein, or by any subsequent amendments. VRMA reserves the sole right to interpret these Contract Conditions/Rules & Regulations.

### 26. Enforcement/Miscellaneous

The Rules & Regulations set forth herein will be enforced by VRMA.

A. Any Exhibitor not abiding by any of the VRMA Contract Conditions/Rules & Regulations, including violation of booth construction/height rules, early dismantling of exhibits, may, at the discretion of VRMA, and may entirely lose the privilege of exhibiting in future VRMA events.

B. This contract will be binding on the Exhibitor's successors.

*I am an authorized representative of the company named on this document with the full power and authority to sign and deliver these Rules & Regulations. By signing this document, I authorize that the exhibitor agrees to abide by all terms as printed in the 2019 Contractual Rules & Regulations.*

Exhibitor Signature:

\_\_\_\_\_

Company Represented:

\_\_\_\_\_

Date:

\_\_\_\_\_