

44th Annual SDCAA Rental Housing Education Conference & EXPO
San Diego Convention Center
Tuesday, April 17, 2018 ~ 9:00am to 4:00pm

THIS is your opportunity to showcase your company's products and services to thousands of rental housing industry professionals. You will reach the decision makers who purchase MILLIONS of dollars worth of goods and services each year in San Diego County. Nearly half of our County's 3 million residents live in rental housing – the opportunities for sales have never been better!

Exhibitors

Companies or individuals wishing to exhibit in the Trade Show portion of the event must submit a completed contract with a deposit of 50% of the booth price. **Booths will not be held without a deposit.**

Floor plan

In the event of a change of venue, or last-minute booth sales, SDCAA retains the right to change the published floor plan and/or booth assignments. Prior notice will be given when possible.

2018 Booth confirmation

Booth assignments will be confirmed upon receipt of a **signed contract** and a **50% deposit** of the booth price.

2018 Booth placement

April 13, 2017 **DAY OF SHOW SPECIAL** save **5%** off booth price. - First right of refusal for 2017 EXPO exhibitors (ends 5-13-2017). 2017 exhibitors with new location requests will be added to the waiting list* and will be processed after 30 days (May 13, 2017).

May 14, 2017 All remaining booth spaces are available on first-come, first-served basis.

**Waiting list is based on exhibitors who have sent in contracts and deposits on a first-come, first-served basis.*

Payment

SDCAA requires a **signed contract** and a **50% deposit** to reserve your booth/s. Final booth payment is due on February 2, 2018. New applications submitted from February 3, 2018 must be accompanied by payment in full.

Cancellation policy

Written cancellations received by December 15, 2017: exhibitors will forfeit the deposit.

Written cancellations received between December 16, 2017 and January 2, 2018: exhibitors will forfeit the deposit plus a \$50 administration and marketing fee. *No cancellations/refunds* from January 3, 2018.

Booth Size	SDCAA reserves the right to raise rates at its discretion			
	April 13, 2017 <i>5% show discount</i>	April 14 th – Sep. 29, 2017 <u>Member/Non- Member</u>	Sep. 30 th – Jan. 2, 2018 <u>Member/Non- Member</u>	Jan. 3, 2018+ <u>Member/Non- Member</u>
10' x 10' Regular Booth	\$856/\$951	\$906/\$1,131	\$956/\$1,194	\$1,005/\$1,255
10' x 10' Corner Booth	\$1,017/\$1,112	\$1,076/\$1,344	\$1,131/\$1,415	\$1,181/\$1,476
20' x 20' Premium Island Booth	\$3,055/\$3,150	\$3,227/\$4,031	\$3,387/\$4,233	\$3,547/\$4,433

Rules and regulations

As an exhibitor, you are bound to abide by SDCAA rules and regulations issued regarding the 44th Annual Education Conference and EXPO, the rules for exhibiting as provided by the San Diego Convention Center, any applicable laws, and any additional regulations provided by SDCAA. Said specifications and terms become part of this contract. All special services are to be set-up by the Exhibitor through the designated event service contractor. Exhibitor will receive most of the EXPO set-up instructions and communications via email.

What is included in your Booth?

10 x 10 booths: one (1) 6' skirted table, draping for the back and side rails and load in/out labor. **Premium Island booths:** two (2) 6' skirted tables, draping for the back and side rails, load in/out labor.

PLEASE NOTE: the Exhibit area floor is cement. Only aisles will be carpeted. Exhibitor is responsible for contracting with designated event service contractor for carpeting, padding, chairs, etc.

2018 SDCAA Rental Housing Education Conference & EXPO
Rules for Exhibiting

- 1. CONVENTION COVENANT.** The letters “SDCAA” designated herein shall refer to the San Diego County Apartment Association, its officers, employees and agents acting for them in the management of the Education Conference & EXPO. The term “Exhibitor” shall refer to any entity, its officers, employees and agents that exhibit at the SDCAA Rental Housing Education Conference and EXPO.
- 2. ELIGIBLE EXHIBITORS.** SDCAA reserves the right to relocate or reassign exhibit booths at their discretion, including competitors. SDCAA reserves the right to refuse any Company, or Product inclusion in the EXPO.
- 3. EXHIBITOR RESPONSIBILITY.** (a) Exhibitors must staff their booths by qualified regular employees of the exhibiting Company (or their authorized representative), at all times. Contracted or affiliate representatives of the exhibiting company must be cleared through SDCAA. (b) Exhibitor must designate at least one person to be their representative in connection with installation, operation and removal of their exhibit display. (c) **The Exhibitor shall be responsible for safeguarding the property of the Exhibitor.**
- 4. INSTALLING AND DISMANTLING OF EXHIBITS.** Exhibit displays may be set up between 2:00 p.m. and 10:00 p.m. on Monday, April 16, 2018. **The EXPO opens at 9:00a.m.** on Tuesday, April 17, 2018. There will be **no set up on the day of the EXPO.** The Convention Center will **NOT open the loading docks the day of the show.** Displays must remain intact and attended throughout the open hours of the EXPO. Exhibitor agrees to adhere to the official closing hours. During the course of the EXPO, Exhibitors assume the responsibility of keeping their booths clean and in good order. No displays may be dismantled or packed before 4:00 p.m. EXPO day. Exhibitors dismantling their booths before 4:00 p.m. and without express SDCAA approval may be assessed fines up to \$1,000. At the conclusion of the EXPO, exhibits and merchandise must be removed from the Exhibit Hall by 9:00 p.m. on Tuesday, April 17, 2018.
- 5. SUB-LEASING OF SPACE.** No Exhibitor may assign, sublet, or apportion the whole or any part of the space assigned to them, nor permit any other party to exhibit therein, nor distribute any promotional or advertising materials in the occupied space of the Exhibitor except as may be permitted by SDCAA.
- 6. NON-COMPLIANCE.** (a) The Exhibitor agrees that their display shall be admitted and remain solely by strict compliance with the rules stated herein. SDCAA reserves the right to prohibit, reject or eject any display, in whole or in part, of any Exhibitor or Exhibitor’s representatives, with or without giving cause. If cause is not given, liability shall not exceed the return of the rental fee unearned at the time of ejection. (b) If any Exhibitor is ejected for violation of these rules, or for any other reason, no return of rental fee shall be made. Additional fees may be applied at SDCAA’s discretion.
- 7. EXHIBITOR SOLICITATIONS.** (a) Exhibitors must limit their activities within the confines of contractual space. Exhibitor activities must be conducted in a manner so as not to interfere with the activities legitimately exercised by other Exhibitors. (b) The distribution of Exhibitor’s products, catalogues, pamphlets, printed materials, souvenirs, games, music, displays, mascots, entertainers, corporate personalities, etc., must be entirely within the Exhibitor’s booth space. Failure to comply may result in additional fees at SDCAA’s discretion.
- 8. FAILURE TO OCCUPY SPACE.** Exhibitors will forfeit space NOT occupied by 7a.m. on Tuesday, April 17, 2018. Space may be resold and reassigned without refund unless arrangements for delayed occupancy have been approved by SDCAA. In no event will there be any refund of the booth rental fee paid by the Exhibitor. The Convention Center will **NOT open the loading docks the day of the show.**
- 9. ATTENDANCE.** SDCAA shall have the sole control over attendance policies.
- 10. LIMITS OF LIABILITY.** In no event shall the SDCAA be liable to the Exhibitor under any provision of this agreement for damages in excess of the exhibit fees paid to the SDCAA for any direct or indirect, consequential, incidental or special damages, whether in contract or tort, and including, but not limited to loss of use, loss of data or information, however caused, lost profits or other economic loss, business interruption, cost of cover, or failure of the event to perform in any way.
- 11. DAMAGES TO THE VENUE.** Exhibitors are liable for any damage caused by affixing displays to building floors, walls, or to standard booth equipment, or for damages caused by Exhibitor in any manner. This liability additionally extends to paint, adhesive, lacquer, or any other coating applied to building walls or floors, or to standard damage, loss, increased cost or any other unfavorable conditions caused by circumstances within exhibitor’s control.

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Rules for Exhibiting (continued)

12. NOISE. Public address and the use of loud devices for mechanical reproduction of sound beyond the individual Exhibitor's booth or excessive operating noise which distracts neighboring Exhibitors from authorized performance, is prohibited.

13. INSURANCE. Exhibitors must arrange for Fire, Theft and Liability insurance protection, at the Exhibitor's expense. SDCAA's insurance does not cover individual displays. Floater policies of whatever nature deemed appropriate by the Exhibitor are recommended.

14. LAWS. (a) Federal, State and City fire laws must be strictly observed, including fire regulations requiring cloth and non-fire retardant materials to be flame proofed. Electrical wiring must comply with Fire Department and Underwriter's rules. (b) All flammable materials must be removed from the Exhibit area prior to the EXPO opening time. (c) Aisles and fire exits cannot be blocked by Exhibitor displays; and all Exhibitor equipment must be placed within the confines of booth limits. No combustibles of any nature may be brought into the EXPO facility without written permission from SDCAA.

***15. RULES WHEN SETTING UP YOUR BOOTH.**

(a.) Self-contained exhibit displays **may not exceed more than 8' in back wall height from the floor and must be confined to the rear one-third of each booth.** Such sidewall must be visibly acceptable to adjoining exhibit displays and EXPO Manager. In all other portions of the booth, **no display materials shall be placed to exceed a height of 4' from the floor.**

(b) Any exceptions must be approved by the EXPO Manager before January 30, 2018.

(c) SDCAA will supply standard booth equipment consisting of a rear background curtain on frame not to exceed 8' in height, two side dividers of curtains on frames not to exceed 3', a booth identification sign showing name of company up to 28 letters including spaces and a 6' draped table.

(d) Failure to adhere to the rules may result in additional fees at SDCAA's discretion.

16. SERVICES CONTRACTOR. The official EXPO Service Contractor will communicate with each Exhibitor to help meet booth requirements and furnishing needs. Furniture (including chairs), additional draping, accessories, signs, etc., are the responsibility of and should be ordered in advance directly from the services contractor.

17. AMENDMENT TO RULES. Any and all matters or questions not specifically covered by the preceding Rules for Exhibiting shall be subject solely to the decision of SDCAA, and all amendments so made shall be binding on the Exhibitors equally with the forgoing Rules for Exhibiting. Contracts may be amended by written addendum signed by all parties.

18. GOVERNING LAW & SEVERABILITY. This agreement is governed by the laws of the State of California, and any legal action will be brought forward in the courts located in San Diego, California. If any part of this agreement is deemed unenforceable by the appropriate court, all the remaining terms remain in force.

19. FORCE MAJEURE. The SDCAA shall not be liable for any delays resulting from circumstances or causes beyond their reasonable control, including, without limitation, fire or other casualty, force majeure, strike or labor dispute, political protest, war or other violence, or any law, order, requirement of any governmental agency or authority, or the venue management.

20. INDEMNIFICATION. The Exhibitor agrees to indemnify, defend and hold harmless the SDCAA from any claims, expenses, damages, obligations, or losses (including attorney fees), including but not limited to bodily injury to or death of any person or damage to or destruction of any property that is caused by any act or omission of the SDCAA contracted employees or subcontracted contractors through the SDCAA.

By signing below, I hereby acknowledge and agree to the terms and rules listed on pages 1 – 4.

Authorized Exhibitor Signature: _____

Authorized Exhibitor Name: _____

Company: _____ **Date:** ____/____/____

