

Application and Exhibit Contract

Massachusetts Computer Using Educators, Inc.
Annual Conference 2003 • Sturbridge, Massachusetts

EXHIBIT AND CONFERENCE DATES: NOVEMBER 12-13, 2003

Make checks payable to Massachusetts Computer Using Educators, Inc. To reserve a booth, complete and return this signed contract with full payment to: MassCUE, Inc., P.O. Box 812188, Wellesley, MA 02482.

NO BOOTH WILL BE RESERVED AND NO BOOTH NUMBER WILL BE ASSIGNED UNTIL WE RECEIVE PAYMENT IN FULL.

❖ 1. **EXHIBITING COMPANY LISTING** (as it will appear in Conference Program and on our Web Site):

Company Name _____
Address _____ City _____ State ____ Zip Code _____
Representative _____ Telephone _____ FAX _____
E-Mail _____ Web Site _____

❖ 2. **CONTACT PERSON** (Responsible for receiving all MassCUE Conference mailings):

Name _____
Address _____ City _____ State ____ Zip Code _____
Telephone _____ FAX _____ E-Mail _____

❖ 3. **COST OF EXHIBIT SPACE:** The two-day rental fee for:

8' x 10' booth	\$900	Rear Courtyard Demo Rooms	\$1,200
Alcove area (#9)	\$4,500	8' x 10' booth, Registration or Commons ...	\$7,500
Front Courtyard Demo Rooms	\$1,500	8' x 10' booth, Ballroom Foyer	\$1,500

Full payment of booth fee is due with this application. No booth assignment will be made until full payment is received.

❖ 4. **SPACE REQUIREMENTS:** No. of Booths (Limited to 2) _____

Preferred Location: (Please choose locations from different areas in case your first choices are already taken.)

(1) _____ (2) _____ (3) _____ (4) _____ (5) _____ (6) _____

❖ 5. **LETTERING FOR SIGN SHOULD READ:** Company Name _____

No exhibitor will assign, sublet, or share the space allotted. No firm or organizations not assigned exhibit space will be permitted to solicit business within the exhibit area.

❖ 6. We will donate item(s) for conference-wide drawings _____.

❖ 7. We plan to sell merchandise at the conference _____.

❖ 8. **AMOUNT DUE:**

Exhibit Hall Booth: \$900 each \$ _____ Alcove: \$4,500 \$ _____ Front Courtyard Demo Room: \$1,500 each \$ _____
Rear Courtyard Demo Room: \$1,200 each \$ _____ Registration Area Premium Booths: \$7,500 each \$ _____
Ballroom Foyer Premium Booth: \$2,000 \$ _____ Commons Foyer Premium Booth: \$7,500 \$ _____
Booth Internet Connection: \$200 \$ _____ Extra lunches: @ \$25/each (WED. ____ THUR. ____) \$ _____
Reception Tickets @ \$25 \$ _____ Annual Membership: \$200 \$ _____

❖ 9. **SIGNED:**

Signature _____

Title _____

Total Due: \$ _____

Federal EIN Number 22-2831177

Booth (s) Assigned _____ Booth Internet Ordered? _____ Advertising Ordered? _____

Payment Received \$ _____ Check No. _____ Date Received _____

white/canary/pink — RETURN TO MassCUE

goldenrod — exhibitor's file copy

RULES AND REGULATIONS

Location of Exhibits

Centrally located in the heart of New England, the Sturbridge Host Hotel and Conference Center is only 45 minutes from Hartford, CT, 1 hour from Boston, and 2 hours' drive from Albany, NY.

Most exhibits are located in the Hawthorne Exhibit Hall. MassCUE reserves the right at all times to modify the floor plan to meet the needs of the exhibit and the exhibitors.

Booth Equipment and Service Information

Standard drapery booth equipment (back 8' high and side rail dividers 3' high), a company identification sign, 2 folding chairs, and a 6' table are included in the rental fee. The Sturbridge Host will provide a security guard whenever the exhibit hall is closed.

The official exhibit service contractor is SER Exposition Services (formerly Special Events Rentals, Inc.), 35B New Street, Worcester, MA 01605. Telephone 508-757-3397. All services customarily required by exhibitors will be available through the official service contractor. No other contractors will be permitted. Complete shipping instructions and special services information will be mailed to exhibitors in advance by Special Events Rentals, Inc.

Installation and Removal Time

It is mutually agreed that it is the duty and responsibility of each exhibitor to install the exhibit before the opening of the conference and to dismantle the exhibit immediately after the close of the exhibition. Installation will be from 5:00 P.M. to 9:00 P.M. on Tuesday, November 11. Doors will open at 6:30 A.M. on Wednesday and Thursday for exhibitors who wish to set up before 8:00 A.M. Exhibits must be in place by 8:00 A.M., Wednesday, November 12. **ALL EXHIBITS MUST BE STAFFED AND MUST REMAIN INTACT UNTIL THE OFFICIAL CLOSING HOUR.** Dismantling may not begin until 3:30 P.M., Thursday, November 13, and exhibits must be removed from the exhibit hall by 5:00 P.M. Exhibitors who dismantle their exhibit prior to 3:30 Thursday will not be allowed to exhibit at future MassCUE conferences.

Exhibit Hours

All booths must be open and staffed during the following hours:

Wednesday	November 12	8:00 A.M.-3:30 P.M.
Thursday	November 13	8:00 A.M.-3:30 P.M.

Cancellation

All cancellations must be made in writing to the Exhibits Manager, Linda Colvin. If notification is received on or before August 1, 2003, all monies, less a \$100 service charge, will be refunded. Cancellation received after August 1, 2003, obligates the exhibitor to forfeiture of all monies paid. **NO REFUNDS WILL BE MADE AFTER THIS DATE.** Failure to occupy booth space does not release the exhibitor from the obligation of the full cost of the rental. If booth space is not occupied by 8:00 A.M., Wednesday, November 12, 2003, MassCUE's exhibit management will have the right to use such space as it sees fit to eliminate empty spaces in the Exhibit Hall.

In the event of flood, fire, strikes, riots, civil commotion, or other uncontrollable circumstances that render the exhibit area unfit or unavailable for use within 10 days prior to the opening date of the exhibit, 50 percent of the money paid for rental will be refunded.

Use of Space

All demonstrations, interviews, literature distributions, or other promotional activities must be confined within the space rented by the exhibitor. Sufficient space must be provided within the booth to contain persons watching any demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisle or aisles near the booth free of congestion due to demonstrations or other promotions.

No exhibitor will assign, sublet, or share the space allotted. No firm or organizations not assigned exhibit space will be permitted to solicit business within the exhibit area.

Exhibit Construction

Booth back walls are 8' high and side dividers are 3' high. No special signs, booth construction, apparatus, or lighting fixtures are permitted in excess of 8' in height. All construction or parts of the display exceeding 4' in height must be at least 5' in from the aisle. Other parts of the exhibit occupying the back half of the booth will not be permitted to exceed the 8-foot height of the back wall.

Interference with the light or space of other exhibits is not permitted. Display materials exposing an unfinished surface to neighboring booths is not permitted.

Due to strict fire laws, **NO PART OF THE EXHIBIT MAY EXCEED THE 8' x 10' SPACE.**

Restrictions

MassCUE reserves the right to restrict exhibits that become objectionable because of noise, method of operation, materials, or for any other reason, and also to prohibit or to evict any exhibit that in the opinion of the management may detract from the general character of the MassCUE Exhibit as a whole. This restriction includes persons, things, conduct, printed matter, or anything of a character that the management determines

is objectionable. In the event of such restriction or eviction, MassCUE is not liable for any refunds or other expenses.

Sales

Exhibitors are permitted to make sales on the exhibit floor. Obtaining the appropriate licenses or permits as required by law, collecting and remitting sales taxes, and any other legal business requirements are solely the responsibility of the exhibitor. **Any exhibitor who plans to sell merchandise must contact MassCUE 30 days before the conference and pay \$10 which will be applied to the license fee from the Town of Sturbridge. Call 781-235-5332.**

Liability

Neither the Massachusetts Computer Using Educators nor the Sturbridge Host Hotel and Conference Center is liable for any damages or loss that may occur to the exhibitor or to the exhibitor's employees or property from any cause. Insurance and liability are the full and sole responsibility of the exhibitor. The exhibitor, upon signing this contract, agrees to indemnify and hold forever harmless the aforementioned for any and all liability and expense for personal injury, accident, or property damage from fire, theft, destructive causes, or loss arising out of, in, at, or in connection with the exhibitor's display.

Security

The doors to the exhibit area will be locked and a security guard will be on duty during hours the exhibit area is closed. Exhibitors, however, are solely responsible for their own exhibit materials and should insure the exhibit against loss or damage from theft, accident, vandalism, fire, or other causes. All property of an exhibitor is understood to remain in the exhibitor's care, custody, and control in transit to, from, or within the confines of the Exhibit Hall.

Care of Building and Equipment

Exhibitors or their agents must not injure or deface the walls or floors of the building, the booths, or the equipment of the booths. Nothing will be posted on, tacked, nailed, screwed, or otherwise attached to walls, floors, or other parts of the building or furniture. Distribution of promotional gummed stickers or labels is strictly prohibited. When such damage appears, the exhibitor is liable to the owner of the property so damaged. All materials used in decoration must be flameproof. Electrical wiring must conform with National Electrical Code Safety Rules. Combustible materials or explosives are not permitted in the Exhibit Hall.



Massachusetts Computer Using Educators
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www.masscue.org