



AMERICAN AGENTS ALLIANCE
**CONFERENCE
& EXPO | 2019**

Exhibitor Contract

Sept 26-29 | JW Marriott Desert Springs Resort & Spa | Palm Desert, CA
Please email contract back to Laura@YourMeetingPro.com

PRIMARY CONTACT INFORMATION

Company Name _____
Exhibitor Communications Contact _____ Title _____
Address _____ City _____ State _____ Zip _____
Phone _____ Cell _____ Email _____

BOOTH FEE

Includes: (2) company/Exhibitor passes per booth. Additional passes are \$375.00 per person. Passes are nontransferable.

Standard Booth Rate

\$2995 per 8' x 10' space | Quantity: _____ Total: \$ _____

Foyer Booth Rate

\$2995 per 6' x 10' space | Quantity: _____ Total: \$ _____

Annual Company Sponsor Booth Rate

\$2495 per 8' x 10' space | Quantity: _____ Total: \$ _____

Additional Passes (No Day Passes Are Available):

\$375 per person w/booth | Quantity: _____ Total: \$ _____

CHOICE OF BOOTH LOCATIONS

1st Choice _____ 2nd Choice _____ 3rd Choice _____

If possible, do not assign near: _____

If possible, please assign near: _____

NAMES TO APPEAR ON BADGES

1. Registrant Name: _____

Email: _____

2. Registrant Name: _____

Email: _____

3. Registrant Name: _____

Email: _____

4. Registrant Name: _____

Email: _____

I'D LIKE TO BE A SPONSOR

- _____ Annual Company Sponsor \$2,500
- _____ Premier Sponsor \$4,000
- _____ Elite Sponsor \$7,500
- _____ Bronze Sponsor \$10,000
- _____ Silver Sponsor \$15,000
- _____ Gold Sponsor \$20,000
- _____ Platinum Sponsor \$25,000
- _____ Diamond Sponsor \$50,000
- _____ A La Carte Sponsor for the following item(s): _____

_____ **Sponsorship Total: \$** _____

I'D LIKE TO PURCHASE:

- _____ Drink Tickets (25 tickets for \$300) Total: \$ _____
- _____ Be Our Guest Passes Total: \$ _____
(100 passes for \$2500.00 / Each add'l \$25/pass)
- _____ Lead Retrieval (Ordered directly through Event Ready)

I'D LIKE TO GOLF

Thursday, September 26th, 7:00am Shotgun Start
(Includes: green fees, golf cart, golf swag, lunch and awards)

\$180 per golfer Quantity: _____ Total: \$ _____

Name of golfer(s):

1. _____
2. _____
3. _____
4. _____

YOUR LINE OF BUSINESS (MARK ALL THAT APPLY)

This is how you will be listed in the exhibitor profile guide.

- | | |
|--|---|
| <input type="checkbox"/> Agency Funding/Financing | <input type="checkbox"/> Life Insurance/LTC Broker |
| <input type="checkbox"/> Agency Management System | <input type="checkbox"/> Licensing Services |
| <input type="checkbox"/> Aggregators/MGA's | <input type="checkbox"/> Marketing Services |
| <input type="checkbox"/> Auto | <input type="checkbox"/> Mexican Insurance |
| <input type="checkbox"/> Bonds | <input type="checkbox"/> Motorcycles/RV/Toys |
| <input type="checkbox"/> Claims Services | <input type="checkbox"/> MVR Services |
| <input type="checkbox"/> Commercial Auto | <input type="checkbox"/> Non Standard Auto |
| <input type="checkbox"/> Commercial Lines | <input type="checkbox"/> Payment Services |
| <input type="checkbox"/> Continuing Education/Certifications | <input type="checkbox"/> Premium Financing |
| <input type="checkbox"/> DMV Services | <input type="checkbox"/> Professional Liability Insurance |
| <input type="checkbox"/> Earthquake Insurance | <input type="checkbox"/> Rating Software |
| <input type="checkbox"/> Flood | <input type="checkbox"/> Website Design |
| <input type="checkbox"/> Health Insurance | <input type="checkbox"/> Wholesaler |
| <input type="checkbox"/> Homeowners/Rental | <input type="checkbox"/> Workers Compensation |
| <input type="checkbox"/> Internet Services | Other _____ |
| <input type="checkbox"/> Lead Services | |

PAYMENT - Due within 30 days of confirmation

Total Fees Due = Total booth fees + additional passes + sponsor level + other purchases + golf

Grand Total Due: \$ _____

Payment by check:

Mail to: American Agents Alliance
1231 I Street, Suite 201, Sacramento, CA 95814

Payment by credit card:

Visa Mastercard American Express

For your security, please call Autumn Mitchell with credit card information at (866) 497-9222 Ext 11.

BOOTH SPACE ASSIGNMENT

Booth spaces and locations on the trade show floor will be assigned first to Conference Sponsors, second to Company Sponsors, and third to Exhibitors based on the time and date that a signed application is received. If your choices for booth space are not available, we will contact you to help you choose the next best space available. The American Agents Alliance will attempt to ensure that competing businesses are not placed adjacent to one another. There is no limit on the number of booth spaces that an Exhibitor may request.

PAYMENTS

Payments of Booth Fees and Sponsorships must be made within 30 days of email confirmation. If payment is not received within 30 days of confirmation, American Agents Alliance reserves the right to release the space. No space will be released without first notifying the exhibitor. Fees may be paid by check, Visa, MasterCard or American Express. Any over payments will be refunded or reversed on credit card accounts after the Conference.

CANCELLATION POLICY

All booth space cancellations must be in writing and received by **May 31, 2019**, in order to receive a refund of the Booth Fee, less an administrative fee of \$300. Exhibitor, please note that a cancellation causes substantial disruption in the assignment of booth space and in the planning of the Conference. No refunds of the Booth Fee will be provided for cancellations received after **May 31, 2019**. Once cancelled Exhibitor forfeits the right to occupy exhibit booth space. The American Agents Alliance reserves the right to resell the booth space.

BOOTH HOURS / SET UP & TEAR DOWN (NO EXCEPTIONS)

Set Up	Thursday, September 26	8:00am – 6:00pm
Show Hours	Friday, September 27	12:00pm – 5:00pm
Show Hours	Saturday, September 28	12:00pm – 5:00pm
Tear Down	Saturday, September 28	5:01pm – 9:00pm

In order to protect the integrity of the Conference, any booth space not occupied by Exhibitor by 11:00am, **Friday, September 27** will be forfeited and the space may be resold or reassigned by the American Agents Alliance without refund. Prior Management approval is required for any delayed occupancy.

BOOTH DIMENSIONS

Exhibit hall booth spaces are 8' x 10'. Foyer booth spaces are 6' x 10'. Back wall drapes are 8' high. Side dividers are 3' high. Each booth space includes one six foot skirted table, two side chairs, one waste basket, one Exhibitor sign, one 500 watt electrical outlet and 200 lbs. of drayage. (Drayage is the unloading of exhibit properties, storing up to 30 days in advance of the show at a warehouse, delivering properties to the booth, the handling of empties to and from the show, and removing of material from the booth for reloading onto outbound carriers.)

BOOTH AMENITIES INCLUDED IN BOOTH FEE

- 8' x 10' Exhibit Space (Foyer booth space is 6' x 10')
- Exhibitor ID Sign
- Listing in the Official Conference Program (if registered and paid by **August 1st, 2019**)
- Standard Pipe & Draping
- 200 lbs. of Drayage
- One 500 watt electrical outlet
- One six foot skirted table, two side chairs and one waste basket
- Two full registration passes, including all organized food functions

Additional registration passes are available for Exhibitors for \$375.00 per person.

NOT INCLUDED IN BOOTH FEE

- Telephones
- Janitorial Service
- Installation of Displays
- Booth Furnishings
- Fork Lift Service
- Wireless Connection

PRINTED PROGRAM DEADLINE

All Exhibitor Booth Fees, Sponsorships, and artwork must be paid in full and submitted by **August 1st, 2019** to be included in the American Agents Alliance Conference & Expo printed program.

EARLY DISMANTLING

Inspections will be made throughout the trade show. Any exhibit dismantled or partially dismantled before the close of the trade show will forfeit the right to exhibit at future American Agents Alliance events. As a professional courtesy to other Exhibitors, please do not tear down booths until the trade show has been officially closed at 5:01pm on **Saturday, September 27, 2019**.

DECORATOR

The official Conference decorator is Steele Tradeshows Exhibitor Services ("Steele"). Steele will decorate the hall and set up booths. All booth furnishings may be rented from Steele which will send a packet to every Exhibitor who returns a contract to the American Agents Alliance.

ADDITIONAL CHARGES

Exhibitors who request special services from show decorator or hotel will be solely responsible for any charges incurred.

PRIZE DRAWINGS & CASH GIVE-AWAYS

Prizes and cash donated by Exhibitors and Sponsors must be handled with honesty and integrity. All promoted and announced prizes, including cash drawings, shall be made available to all registered attendees 18 years and older. Winners must be drawn randomly at prize drawing scheduled times and shall not be pre-selected. Winners must be present at the time of the drawing and will be announced from the podium. If the person is not immediately present in the area where the drawing takes place, a new name will be drawn. Exhibitor shall comply with all state and/or Federal laws regarding giveaways, drawings, or sweepstakes.

RULES & REGULATIONS (Please read carefully)

The planned layout of floor space and booth configurations for the Conference at the JW Marriott Desert Springs Resort & Spa ("JW Marriott") is as accurate as possible at this date. Changes and modifications may be necessary for reasons of safety, fire prevention or program changes, at the American Agents Alliance's sole discretion. When space changes or modifications occur, Exhibitors will receive equitable adjustments as determined by Management, in their sole discretion. In the event the Conference is canceled, Booth Fees and Sponsorships will be refunded in full.

FIRE PREVENTION

All booth decorations must be flame-proofed and all hangings must clear the floor. Electrical wiring must conform to National Electrical Code Safety Rules. If inspection indicates that any Exhibitor has neglected to comply with these regulations, or otherwise creates a fire hazard, the American Agents Alliance reserves the right to demand removal of all or such part of the exhibit as may be non-conforming or hazardous. The Exhibitor is charged with the knowledge of all local laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in the Conference. Compliance with such laws is mandatory of all Exhibitors and the sole responsibility is that of the Exhibitor. Ceilings over exhibits are not permitted if the exhibit is below a building sprinkler device. Any exhibit which proposes to incorporate a ceiling or cover must be submitted to Management for prior approval by fire prevention authorities. Exhibitors will not be permitted to store empty packing boxes or cases in booths during the Conference. When properly marked for identification and upon fire marshal approval, these items may be stored at owner's risk and expense elsewhere in the building or by the show decorator. If allotted building storage space is not fire marshal approved, Exhibitors must contact the exhibit decorator/contractor for alternate instructions. Exhibitor shall be liable to the Owner of the conference facility for all damage caused by the Exhibitor and shall hold harmless and indemnify Management for any damage caused to Management by Exhibitor. Space assignments are made on a first come first serve basis.

USE OF SPACE

All demonstrations or other promotional activities must be confined to the limits of the exhibit booth. No Exhibitor shall assign, sublet or share the space allotted without the knowledge and consent of Management. Exhibitors must show only goods or services offered by them in the regular course of business. The standard booth equipment furnished by the American Agents Alliance will consist of an 8' x 10' foot standard draped exhibit booth, including a one line identification sign stating the Exhibitor's name and booth number. The booth will consist of an 8' foot high back wall or drapery with aluminum uprights and stanchions with division rails approximately 36 inches high covered with matching draperies. Backgrounds 8 feet high may extend out from the booth backline one third the depth of the booth and from that point to the aisle a maximum of 44 inches. Exhibitors building to these specifications must furnish the back portion of their exhibit so it will not be objectionable to adjacent Exhibitors. No exhibit shall be constructed with a height exceeding 8 feet. Absolutely no balloons allowed on the tradeshow floor. Distribution of circulars or promotional material may be made only within the booth assigned to the Exhibitor presenting such material. Solicitation of business must be confined to the Exhibitor's own booth.

The Exhibitor is charged with the knowledge of national, state and local legal restrictions on any merchandising, advertising or promotional scheme which involves attracting visitors to an Exhibitor's location by an inducement which may be construed as an illegal lottery. Management is not responsible for any promotional activities by an Exhibitor, but prefers that drawings and announcements for special prizes be conducted within the exhibit hall.

Exhibits which involve any noise-producing equipment or activities sufficiently loud that it may reasonably disturb adjacent Exhibitors must give advance notice to Management respecting this possibility; in such cases Management will endeavor to provide special arrangements and/or location to accommodate the problem, but Management shall not be bound to any contract in which the said noise problems cannot be so controlled or abated. Management reserves the right to prohibit and/or evict Exhibitors whose presentation is in any manner deemed by Management as offensive to conference attendees by reason of bad taste, questionable morals or controversial content. In event of such prohibition or eviction, Management shall not be liable to Exhibitor for refunds of exhibit fees.

Exhibitors shall not distribute, handout, or serve any food or beverage items from the booth.

UNUSUAL DISPLAYS

Whenever an Exhibitor plans to utilize or construct displays that will be unusual, oversized or designed in a manner which will require special booth hookup, installation or other advance technical assistance, such proposed plans must be submitted to the decorator/contractor at the earliest practical time after this contract is executed, in no case less than 30 days before the Conference. Both Management and Owner of the exhibit hall may deny such proposals; in any event, approval thereof may be obtained only by such advance submission and review. No EZ-Up canopy or tent-type structures will be allowed on the show floor.

SALES

Any Exhibitor that will be selling merchandise out of his/her booth either on a cash and carry basis or in order form must comply with local ordinances and state laws. The Exhibitor must have an application and deposit on file with the Board of Equalization. The deposit is to cover any California Sales tax accrued during the show. California Exhibitors may contact a local branch office of the state Board of Equalization for more information. Out-of-state Exhibitors should contact the state Board of Equalization at 1820 Fourteenth Street, Sacramento, CA 95814 or at (916) 227-6600.

HOUSING

The American Agents Alliance has secured accommodations on your behalf at the JW Marriott. This luxury resort was chosen to help draw attendees to the Conference. Your cooperation is required in making your room reservations at the JW Marriott. The affordability of the Conference is based on our ability to fill our allocated block of rooms at the JW Marriott. Please help us maintain an affordable event by securing your accommodations at the JW Marriott at **877-622-3140** and identify yourself with **"The Alliance 2019"** or by making reservations online at: <https://resweb.passkey.com/go/thealliance2019>

Please do not make room reservations through outside parties who may call you claiming the American Agents Alliance room block is full or that they can provide you with a better rate. These callers are not affiliated with the American Agents Alliance or Marriott Hotels International. Hotel reservations should be made directly with the JW Marriott.

LIMITATION OF LIABILITY

NOTWITHSTANDING ANY PROVISION IN THIS AGREEMENT TO THE CONTRARY, THE AMERICAN AGENTS ALLIANCE'S ENTIRE LIABILITY FOR ALL MATTERS RELATING TO THE CONVENTION AND EXHIBITORS PARTICIPATION IN THE CONVENTION, IN ANY RESPECT, IRRESPECTIVE OF THE THEORY OF LIABILITY SHALL BE LIMITED TO THE LESSER OF: (1) DIRECT ACTUAL DAMAGES FOR THE SPECIFIC MATTER THAT IS THE SUBJECT OF THE DISPUTE; AND (2) THE FEES (BOOTH FEE AND SPONSORSHIP) ACTUALLY PAID TO THE ALLIANCE. NEITHER THE ALLIANCE NOR ANY OF THE ALLIANCE'S OFFICERS, DIRECTORS, MEMBERS, EMPLOYEES, MANAGERS, CONSULTANTS AND CONTRACTORS, SHALL BE LIABLE FOR CONSEQUENTIAL, INCIDENTAL, INDIRECT, PUNITIVE OR SPECIAL DAMAGES (INCLUDING LOSS OF PROFITS, DATA, BUSINESS OR GOODWILL), EVEN IF ADVISED OF THE LIKELIHOOD OF SUCH DAMAGES OCCURRING. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, RECOURSE SHALL BE LIMITED TO THE ASSETS OF THE ALLIANCE AND NO PARTY SHALL HAVE RECOURSE AGAINST, AND SHALL BRING NO CLAIM OR ACTION AGAINST, ANY MANAGER, MEMBER, OFFICER, DIRECTOR, EMPLOYEE OR REPRESENTATIVE OF THE ALLIANCE OR ANY OF THE ASSETS THEREOF.

INDEMNIFICATION

Exhibitor agrees to defend, indemnify and hold the American Agents Alliance and its officers, directors, managers, members, employees and agents (each an "Indemnitee") harmless from and against any and all claims, actions, losses, damages, liability, costs and expenses (including, without limitation, reasonable attorneys' fees and disbursements incurred by an Indemnitee) arising out of or in connection with or arising out of the this Agreement or the Conference, unless caused by the American Agents Alliance's gross negligence or willful misconduct.

INSURANCE

Exhibitor shall maintain adequate insurance to cover its exhibits, employees, independent contractors, and consultants from any and all damages, injuries, death, or other losses arising out of or related to the Conference. Proof of insurance may be requested by the American Agents Alliance or the J.W. Marriott Desert Springs.

MISCELLANEOUS

This Agreement constitutes the entire agreement between the parties relating to the matters herein. Any prior agreements, promises, negotiations, or representations not expressly set forth in this Agreement are of no force and effect. Any amendment to this Agreement shall be of no force and effect unless it is in writing and signed by the parties. Nothing herein contained shall be construed to constitute the parties hereto as partners or as joint venturers, or either as an employee or agent of the other. It is understood by the parties that neither party, nor any employee, officer, director, representative, or agent of either party, is an employee of the other party. Neither party by virtue of this Agreement shall have any right, power or authority to act or create any obligation, express or implied, on behalf of the other party and shall not hold itself out as having such authority. If any legal action, arbitration or other proceeding arising out of or relating to this Agreement is brought by either party to this Agreement, the prevailing party shall be entitled to receive from the other party, in addition to any other relief that may be granted, the reasonable attorneys' fees, costs, and expenses incurred in the action or proceeding by the prevailing party. This Agreement and the rights and obligations of the parties shall be construed in accordance with and governed by the laws of the State of California. All disputes arising out of or related to this agreement will be subject to the exclusive jurisdiction and venue of the California state and federal courts located in Sacramento County, California, and the parties hereby consent to such jurisdiction and venue. This Agreement and any rights or delegate any duties under this Agreement may not be assigned or transferred, whether voluntarily, by operation of law, or otherwise, without the prior written consent of the other party. If any provision of this Agreement is held to be invalid, illegal or unenforceable for any reason, such invalidity, illegality or unenforceability shall not affect any other provisions of this Agreement, and this Agreement shall be construed as if such invalid, illegal or unenforceable provision had never been contained herein.

DEFINITIONS

As used herein, the following definitions apply:

- 1) "Agreement" means this Exhibitor and Sponsorship Agreement between the American Agents Alliance and the undersigned organization.
- 2) "Alliance" means the American Agents Alliance.
- 3) "Conference" means the American Agents Alliance Conference & Expo.
- 4) "Exhibitor" means that person, company, organization or other entity that contracts to use one or more exhibit booths or spaces.
- 5) "Management" means the Executive Director of the American Agents Alliance.
- 6) "Owner" means that person, company, municipality or other entity, or any combination thereof, that bears the ultimate legal responsibility by virtue of leasehold or otherwise for operation of the conference hall, whether or not the same is legal owner thereof.

By signing this Agreement, I acknowledge that I am an authorized representative and authorized to bind the below organization, and that the organization will agree to abide by the Policies and Procedures for the American Agents Alliance Conference & Expo.

****Please fax or scan your signed copy to 775-392-3222 | karen@yourmeetingpro.com | laura@yourmeetingpro.com****

Organization: _____

By: _____
[Signature of Authorized Employee]

[Print Name and Title]

Dated: _____