

MuseumExpo™ 2013 Application & Contract for Exhibit Space

American Alliance of Museums Annual Meeting & MuseumExpo™ 2013 | Baltimore Convention Center, Baltimore MD

Meeting Dates: May 19–22, 2013 | Exposition Dates: May 20–22, 2013

PLEASE PRINT OR TYPE

ORGANIZATION _____		Industry Partner ID# _____
COMPANY CONTACT (person for published listing) _____		BOOTH CONTACT _____
PHONE _____		
FAX _____		
ADDRESS (no P.O. boxes please) _____		
CITY _____		
STATE/PROVINCE _____	ZIP/POSTAL _____	COUNTRY _____
E-MAIL _____		BOOTH CONTACT E-MAIL _____
WEB SITE _____		

The above information will be used for all published listings, billing, and correspondence. AAM maintains only one contact per each MuseumExpo™ 2013 Application & Contract for Exhibit Space.

EXHIBITOR LISTING UPGRADE

MuseumExpo.org offers both past and new exhibitors many exciting promotional options. Exhibitors can log-on and make relevant updates and edits to their listings, make payments, review the floor plan, and they can take advantage of traffic building features for both their presence at MuseumExpo™ 2013 and promotion leading up to the exhibition—such as uploading logos and linking to a website of their choice.

All exhibitors can still choose among more than 50 product and service categories, and maintain a 25 word or less organization description. (Please see below for login details.)

As effective web presence increases brand and name recognition, AAM offers an Exhibitor Listing Upgrade for MuseumExpo™ for **\$100**. The Exhibitor Listing Upgrade will let exhibitors upload their logos, enter 50 word or less descriptions, choose up to five searchable products and service categories and link to their websites.

Yes, we would like to take advantage of an Exhibitor Listing Upgrade.

ORGANIZATION DESCRIPTION

Previous exhibitors, please visit www.museumexpo.org and login with your organization password to enter your 25 words (or less) products and services organization printed description. You can also edit your address, Products and Categories, and contact information. New exhibitors will be entered into the system, and a confirmation will be sent with your password to allow you to login to enter your description and make relevant changes. If password is misplaced, please e-mail museumexpo@aam-us.org. The online version can be updated and edited up until the Annual Meeting & MuseumExpo™ 2013.

BOOTH LOCATION

Please list your top six choices. AAM will make every effort to accommodate each applicant's preferred booth location. However, AAM cannot guarantee location requests, nor that we will contact you if your preferences are not available. If your choices are not available, AAM will do its best in placing you nearest to your choices. AAM reserves the right to assign space subject to such parameters as booth structure or size and to rearrange the floor plan as deemed necessary. To view the floor plan, and booth availability, please always refer to our online Interactive Floor Plan—which can be viewed on www.museumexpo.org. Please note that the Interactive Floor Plan may not always be current. For the most up-to-date booth availability please call 202.289.1818.

1ST CHOICE _____	2ND CHOICE _____	3RD CHOICE _____
4TH CHOICE _____	5TH CHOICE _____	6TH CHOICE _____

If possible please **separate** our booth from the following companies:

1. _____ 2. _____ 3. _____

If possible, please locate our booth **near** the following companies:

1. _____ 2. _____ 3. _____

Please fax completed Application & Contract to:
202-289-6578

INSURANCE

Name of the insurance company providing coverage for the exhibiting company/organization at MuseumExpo™ 2013
(See MuseumExpo™ Terms and Conditions on reverse side, Section 12, for more information.)

BOOTH FURNISHINGS

All 10' x 10', 10' x 20', and 10' x 30' booths will include back and side wall draping and identification sign. Carpet, tables, chairs, wastebaskets, electricity, A/V equipment, etc. and other furnishings / services are available for rent.

PAYMENT INFORMATION

A 50% non-refundable deposit is required with this application if you contract booth space by December 4, 2012. You will be invoiced for the remaining amount. Balance are due within 30 days of receipt of invoice. After December 4, 2012, applications must be accompanied by full payment.

CANCELLATION POLICY

Cancellations must be made in writing. Deposits are non-refundable. Refunds will not be made after February 1, 2013. See MuseumExpo™ 2013 Terms and Conditions, Section 4 for further clarification.

Rates	10' x 10'	10' x 20'	10' x 30'	20' x 20'
Industry Partner Member*	\$2,495	\$4,422	\$6,633	\$9,072
Industry Partner Non Member	\$3,024	\$5,420	\$8,064	\$11,088
<i>Specialized Exhibit Area (Discounts do not apply to this area)</i>				
Non-Profit Organization Member*	\$2,042	\$3,628	\$5,445	\$7,260
Federal Funding Agencies	\$600	N/A	N/A	N/A

CORNER BOOTHS **ADD \$300 FOR EACH CORNER TO THE ABOVE RATES.**

Corner space will be assigned and billed if inline space is not available.

* In order to qualify for member rates, the applicant must be an Industry Partner member in good standing with AAM upon receipt of application.

SELECT BOOTH SIZE 10' X 10' 10' X 20' 10' X 30' 20' X 20' OTHER

Booth Rate:	\$ _____
Corner Fees (if applicable):	\$ _____
Subtotal:	\$ _____
Discount (as per Terms & Conditions):	\$ _____
Exhibitor Listing Upgrade:	\$ _____
Total Cost	\$ _____
Less Deposit (Non-Refundable)	\$ _____
Balance Due:	\$ _____

Check attached (make payable to American Association of Museums)

Charge my credit card: VISA MasterCard American Express

Charge for: Total Cost Deposit

Account # _____ Exp. Date _____

Name of Cardholder (Please print) _____

Signature _____

It is not AAM's policy to contact Exhibitors before we charge credit cards.

ACCEPTANCE OF CONTRACT

Applications will not be accepted without proper payment and signature. By completing this application, we/I have read and agree to abide by the terms of this Application and the Terms and Conditions of the AAM Annual Meeting & MuseumExpo™ 2013. Acceptance of this application constitutes a contract.

Signature _____

Title _____ Date _____

AAM USE ONLY	
Date Received _____	
Deposit Received _____	Check/CC Number _____
Balance Received _____	Check/CC Number _____
Confirmation mailed _____	Booth Assignment _____

Terms and Conditions

American Alliance of Museums Annual Meeting & MuseumExpo™ 2013 | May 19–22, 2013 | Baltimore Convention Center, Baltimore MD
1575 Eye Street NW, Suite 400 | Washington, DC 20005 | 202-289-1818 | fax 202-289-6578 | museumexpo@aam-us.org | MuseumExpo.org

1. MuseumExpo™ 2013 TERMS OF AGREEMENT

It is understood that the following terms are accepted as part of the contract between the American Association of Museums (AAM) and the individual who has authority to act as applicant (exhibitor) and rent exhibit space at AAM's trade show, MuseumExpo™ 2013. It is agreed that the exhibitor will abide by the rules and regulations as set forth in the terms of this agreement and the MuseumExpo™ 2013 Exhibitor Service Manual, before, during, and after the annual meeting, and by other reasonable rules considered necessary by AAM and the Baltimore Convention Center.

AAM shall have the sole authority to interpret and enforce all rules and regulations included herein, to make any amendments thereto, and to make further rules and regulations as necessary to ensure the orderly conduct of MuseumExpo™ 2013. The parties hereby agree and acknowledge that any waiver of or failure to exercise any right provided for herein shall not be deemed a waiver of any further or future right under this Agreement.

2. ACCEPTANCE OF EXHIBIT APPLICATIONS

The character of the exhibit is subject to the approval of the AAM MuseumExpo™ Show Manager. Only professional equipment and services related to the museum profession and industry may be displayed.

3. PAYMENT INFORMATION

A 50% non-refundable deposit is required with this application if you contract booth space before December 1, 2012. You will be invoiced for the remaining amount. The balance is due within 30 days of receipt of invoice. After December 1, 2012, all applications must be accompanied by full payment. Companies who have not paid in full by February 1, 2013 risk forfeiting their booth space. AAM will not apply credit toward future MuseumExpo™, or Association advertising. AAM reserves the right to deny participation in MuseumExpo™ 2013 if applicant is not in good standing with AAM.

4. EXHIBIT BOOTH CANCELLATION, REFUND & BOOTH REDUCTION POLICY

Exhibit Booth Cancellations: must be made in writing. It is mutually agreed that by canceling exhibit booth space, the exhibitor relinquishes all benefits included with the exhibit booth space, including the complimentary registrations and access to the attendee mailing list. Exhibit Booth Refunds: Deposits are non-refundable. No refunds will be issued for cancellations received after February 1, 2013. Booth reductions can be made; however, exhibitors are responsible for 75% of their original booth fee. The difference in rates between the exhibitor's initial booth rate/downsized rate cannot be applied to any other AAM services. All booth reduction requests must be made in writing before February 1, 2013.

5. LOCATION OF EXHIBITS/FACILITY

MuseumExpo™ 2013 will be located in Exhibit Halls C-G & Swing Space of the Baltimore Convention Center.

6. UNION JURISDICTIONS

a. The installation and dismantling of prefabricated displays comes under the jurisdiction of the carpenters' union. However, two (2) full-time exhibiting company employees may work without Carpenter Labor for one (1) hour on the installation (move-in) and one (1) hour on the dismantle (move-out) without union labor on booths that are larger than 10' x 10'.

Exhibitors may work in booths 10' x 10' or smaller without the use of union labor. Exhibitors are not permitted to use POWER TOOLS (electric drills, power saws, etc.) on booths of any size. Manual tools such as hammers, screwdrivers, ratchets, pry bars, etc. are allowable for exhibitor use within size and time limitations. Exhibitors may not borrow tools, ladders or other equipment from the exhibit facility and/or The General Service Contractor.

b. Freight Handling: One individual from each exhibiting company is permitted one trip to hand-carry items into the exhibit facility. The exhibitor use of dollies, hotel baggage carts, flat trucks and other mechanical equipment, is not permitted. The General Service Contractor will control access to the trade show floor which includes access from the loading docks and/or all doorways into an exhibit facility. This will help to provide a safe and orderly move-in/move-out. Unloading or reloading of any freight into the exhibit hall by any and all private vehicles and contracted carriers will be handled by The General Service Contractor. Rates for material handling services will be included in the exhibitor service manual.

The General Service Contractor shall be the sole authority on all matters in the DOCK area. This shall include but not be limited to such items as assignment of dock space and loading or unloading of all materials and equipment.

Any conflicts or disagreements regarding the union jurisdictions or interpretations thereof should be resolved with representatives of The General Service Contractor and Show Management.

c. Safety: Standing on chairs, tables or other rental furniture is prohibited. This furniture is not engineered to support your standing weight. The General Service Contractor cannot be responsible for injuries or falls caused by the improper use of rental furniture. Please assist in our efforts to provide a safe working environment for everyone.

d. Tipping: The General Service Contractor requests that exhibitors do not tip our employees. They are paid at an excellent wage scale denoting a professional status, and we feel that tipping is not necessary. This applies to all employees.

7. BOOTH EQUIPMENT AND SERVICES PROVIDED

Back and side wall draping, and one identification sign (7" high x 44" wide) will be provided by the association without cost to the exhibitor if ordered in advance. Furnishings including carpet, tables and chairs can be ordered at exhibiting company's expense. Adequate lighting will be provided in the exhibit hall; however, other services, such as compressed air and water, electricity, telephone and internet access will be provided by the Baltimore Convention Center at an additional charge to the exhibiting company. Order forms for these services will be provided in the MuseumExpo™ Exhibitor Service Manual.

8. FLOOR PLAN

AAM retains the right to modify the floor plan to the extent necessary for the best interest of the AAM and the exposition. To view the most current MuseumExpo™ 2013 floor plan refer to the interactive floor plan—which can be viewed at www.museumexpo.org.

9. SECURITY

Neither AAM nor the Baltimore Convention Center will be in any way liable or responsible for the loss, theft, or disappearance of personal or commercial property from exhibitor's booth space or from the exhibit hall.

10. RULES AND REGULATIONS

AAM Annual Meeting & MuseumExpo™ 2013 Policy: "Vendors who sell products and/or services to the museum community are not allowed to conduct or solicit business in the Baltimore Convention Center, unless they have purchased exhibit booth space, rented an Exhibitor Forum or sponsored an exhibit hall special event at MuseumExpo™ 2013." Violation of this policy will result in AAM's refusal to accept any and all registrations and future registrations.

a. Exhibit Booth Structure: No walls, partitions, decorations, or other obstructions may be erected that in any way interfere with the view of another exhibitor. Exhibitors who wish to use any non-standard booth equipment, signs, decorations, or arrangements of display materials that in any way conflict with the stated regulations must submit two copies of a detailed sketch or layout (including all dimensions) no later than February 1, 2013 for approval by the MuseumExpo™ Show Manager.

b. Standard Exhibit Configuration (10' x 10', 10' x 20' and 10' x 30' booths): Exhibits must not be higher than 8' in the back and 4' on each side. Display fixtures over 4' high must be confined to the area of the exhibit booth which is within 5' of the backline. Nothing over 4' high can be within 5' of the aisle line (the front half of the booth). Hanging signage and other items from the ceiling is not permitted.

c. Island Exhibit Configurations: Island exhibits must not be higher than 16 feet (subject to Convention Center ceiling height.) Multi-story exhibits must be approved through stamp or signature of a structural engineer indicating that the structure is properly engineered for the proposed use. All island configurations and multi-story exhibits must be pre-approved by the AAM MuseumExpo™ Show Manager and the Baltimore Convention Center.

d. Exhibit Materials: No combustible decoration, such as crepe paper, cardboard, or corrugated paper, may be used at any time. All packing containers, excelsior, and wrapping paper, which must be flameproof, are to be removed from the floor and must not be stored under tables or behind displays. All muslin, velvet, silken or any other decoration must stand a flameproof test as prescribed by the fire ordinance of the City of Baltimore. All materials and fluids which are inflammable are to be kept in safety containers. Open flames, butane gas, acetylene, oxygen tanks, or other flammable materials are not permitted. Balloons are not permitted in the exhibit hall.

e. Exhibit Booth Staffing: AAM and MuseumExpo™ requires that each organization open its exhibit booth on time each day and that all booths be staffed throughout the day until the hall closing announcement has been made. A \$500.00 fee will be charged to exhibitors who break down prior to the official close of the show. Exhibitors who break down prior to official closing will not be permitted to exhibit at future MuseumExpo™ shows. All booth personnel must be employed / contracted with organization contracting exhibit space from AAM.

f. Soliciting/Demonstrating: Soliciting or demonstrating by an exhibitor must be confined to the exhibitor's own booth and may not interfere with neighboring booths.

g. Contests/Raffles/Giveaways: Contests, lotteries, raffles, and games of chance may be conducted only with the prior approval of the AAM MuseumExpo™ Exhibit Hall Manager.

h. Noise: The noise level from any demonstration or sound system should be kept to a minimum.

i. Destruction of Property: Nothing shall be posted on, tacked, nailed, screwed, taped, stapled, or otherwise attached to ceilings, columns, walls, floors, painted surfaces, or other parts of the building or furniture. No holes may be drilled, cored, or punched in the building. All property destroyed or damaged by an exhibitor must be replaced in original condition by the exhibitor at the exhibitor's expense.

j. Subletting Space: Booth share is prohibited. An exhibitor may not assign, sublet, or apportion all or any part of the space allotted to him/her. Any materials other than those manufactured or distributed by the exhibitor in the regular course of business may not be displayed by the exhibitor or be allowed by the exhibitor to be displayed by other persons or firms.

k. Decorum: AAM shall have the right to exclude or to require modification of any display or demonstration which, in its sole discretion, it considers not proper or not otherwise in keeping with the character of the MuseumExpo™ 2013. Exhibitors shall be bound by the decisions of AAM MuseumExpo™ 2013 Management in all matters related to the Expo.

11. CANCELLATION OR RELOCATION OF THE ANNUAL MEETING AND MUSEUMEXPO™

In the event of cancellation or relocation of the AAM Annual Meeting and MuseumExpo™ due to circumstances within the association's control, the liability of the AAM shall be limited to a refund of deposit fees paid to the AAM by the exhibitor. In the event the association has no control over the cancellation or relocation of the annual meeting and MuseumExpo™ the AAM shall have no liability of any kind for deposits or fees paid by the exhibitor.

12. LIABILITY AND INSURANCE

The American Association of Museums shall not be liable for loss or damage of any property of exhibitor which exhibitor may suffer during installation or removal or during the annual meeting and MuseumExpo™ itself by reason of burglary, fire, accident, or any destructive cause. Insurance, if desired, must be placed by the exhibitor.

Exhibitor shall, at its own expense, secure and maintain through the period of the annual meeting and MuseumExpo™, inclusive of move-in and move-out days, commercial liability insurance with combined single limit of at least \$1,000,000.00 each occurrence for bodily injury and property damage. Such insurance shall name the following: American Association of Museums, the Baltimore Convention Center, and the City of Baltimore, and their respective members, officers, agents, and employees. At least 60 days prior to the move-in date, exhibitor shall provide the American Association of Museums with Certificate of Insurance as evidence of coverage.

Indemnification and Waiver: Exhibitor agrees to indemnify, hold harmless and defend the American Association of Museums, the Baltimore Convention Center, and the City of Baltimore, and their respective members, officers, directors, agents, and employees ("Indemnittees") from and against all liabilities, damages, actions, losses, claims and expenses (inclusive of attorney's fees) on account of personal injury, death, or damage to or loss of property or profits arising out of or contributed to by any act, omission, negligence, fault or violation of law or ordinance by the Exhibitor or its employees, agents, contractors, patrons, or invitees.

AAM shall not be liable for any failure to deliver space to an exhibitor or for the loss of allotted space of an exhibitor, who has contracted for exhibit space, if non-delivery is due to destruction of or damage to the building or the exhibit area by fire, or act of God, acts of public enemy, strikes, the authority of the law, or any cause beyond its control.

13. RIGHT TO REMOVE THE EXHIBITOR'S PROPERTY

AAM reserves the right to remove from the exposition hall premises any or all of the property of the exhibitor should the AAM Annual Meeting and MuseumExpo™ be canceled or relocated or should the exhibitor violate any of the conditions of the exhibitor's agreement. This right may be exercised without prior notice or hearing.

14. PATENT, COPYRIGHT, OR TRADE SECRET

The exhibitor agrees to hold AAM, their officers, directors, employees and agents, harmless from all loss, cost claims, causes or action, obligations, suits, damages, liability expenses, and costs including attorney's fees arising from our or out of any violation or infringement (or claimed violation or infringement) by exhibitor, exhibitor's agents or employees of any patent copyright, or trade secret rights or privileges.

15. MUSIC LICENSE & OTHER INTELLECTUAL PROPERTY

Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs, or other copyrighted material in exhibit booths or displays. No exhibitor will be permitted to play, broadcast, or perform music or display any other copyrighted material, such as photographs or other artistic works, without first presenting to show management satisfactory proof that the exhibitor has, or does not need, a license to use such music or copyrighted material.

The exhibitor agrees to hold the AAM, their officers, directors, employees and agents, harmless from all loss, cost claims, causes or action, obligations, suits, damages, liability expenses, and costs including attorney's fees arising from our or out of any violation or infringement (or claimed violation or infringement) by exhibitor, exhibitor's agents or employees of any patent copyright, or trade secret rights or privileges.