



BOOTH APPLICATION



Hard Rock Hotel & Casino - Atlantic City

Booth Selection Request (please make 3 Choices)

Booth Space Rents for \$2,500 per 10x10 and Corners are an additional \$175 each

Please indicate your booth # selections (1) _____ (2) _____ (3) _____

Will you offer Show Special pricing? Yes _____ No _____ Products to be exhibited _____

Booth space includes: Full page 4 Color Ad in Show Directory, Social Media Promotion, Booth ID Sign, 1 Six Ft. draped table, two side chairs & wastebasket. Two Exhibitor Badges will be included for each 10x10 Booth purchased. Additional Badges can be purchased for \$25 each. The Exhibitor Service Manual will offer additional furnishings & services on a rental basis that you can order for your booth.

Company Name _____ Website _____

Street _____ P.O. Box _____

City _____ State _____ Country _____ Zip _____

Sales Contact _____ email _____ phone _____

Mktg Contact _____ email _____ phone _____

Billing Contact _____ email _____ phone _____

Signature of authorized Company Representative _____ date _____

Payment Information: 100% payment is due with the Booth Space Application.

Credit Card (check one) _____ Visa _____ MasterCard _____ AMEX _____ Bank Wire _____ Check (HTVA EXPO)

CC# _____ Exp. Date _____ CVV _____ Payment _____

Name on Card _____ Billing Address _____

Signature of Cardholder _____ Phone _____

Please send checks to: RES · 230 East Main Street · Suites 5 & 7 · Branford, CT 06405

Email the completed form to: info@reuterexpo.com or Fax to (203) 483-5778

(Management Use Only)

Assigned Booth _____ Dimensions _____ Corners _____ Date _____ Price \$ _____



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Rules & Regulations of the Show

- 1. Booth Space Payments** - Booth Space Payments are due and payable in full with the contract. There will be an additional charge of \$50 for returned checks and declined credit cards will be charged an additional fee of \$35.00.
- 2. Cancellation of booth space** must be in writing. Refunds are not allowable.
- 3. Liability and Insurance** Exhibitors shall assume all responsibility for damages to displays and shall indemnify and hold harmless B&A Group, Show Management (RES), VISTA Convention Services, Hard Rock Hotel & Casino from loss, damage, injury however caused, resulting from or arising out of or in any way connected with exhibitors participation at HTVA EXPO. Each Exhibitor must carry liability insurance coverage in the amount of \$1,000,000 to insure against property loss/damage/and liability for injury. Each exhibitor is responsible to furnish a copy of their General Liability policy to Show Management if requested prior to the show.
- 4. Indemnification** Exhibitor agrees to indemnify and save the HTVA EXPO, B&A Group, Inc., Reuter Exposition Services, VISTA Convention Services and Hard Rock Hotel & Casino harmless from claims by exhibitor's agents or employees or by any other person arising out of any act, error or omission in any way related to exhibitors participation in the show whether negligent or not. Damage from inadequately packed property is the exhibitor's responsibility. Exhibitors agree to abide by all the building regulations, fire provisions, etc. outlined in the Exhibitor Service Manual Provided by VISTA Convention Services.
- 5. Claims:** Exhibitor waives all claims of every kind against the show, its sponsors, show management, directors, officers and employees.
- 6. Cancelled/Disrupted Event** – In the event of cancellation or disruption of the show for any cause, the Agreement shall be terminated and the exhibitor waives any claim for damages or compensation, except that the exhibitor shall be entitled to a refund of the amount paid for exhibit space for that portion of the show that is either cancelled or disrupted.
- 7. Subletting of Exhibit Space** – Exhibitors may not assign, sublet or apportion in whole or in any part the booth space allotted/assigned via the Contract with Show Management.
- 8. Co-Exhibitor Fee** – Any company sharing their booth with another company must complete the **Co-Exhibitor Form** and pay the co-exhibitor fee of \$1,000. Contact Management for the form. This entitles the Co-Exhibitor to their own badges, listing in the Show Directory and Separate billing and Marketing Opportunities and individual billing for Contractor Services.
- 9. Failure to occupy Rented Space** – In the event that the exhibitor fails to use all or part of any space contracted, refunds will not be made on the unused portion of space. Exhibitors must notify Show Management if another company will use any portion of the booth space unoccupied. A Co-Exhibitor Form would need to be completed for the additional company.
- 10. ASCAP Music Licensing** – Each exhibitor that plans to play music in their booth is liable for securing a license that must be purchased from ASCAP. Visit www.ascap.com for an application. A copy of the music license must be provided to Show Management if requested.
- 11. Photography** – In order to protect exhibitor's products and services, photographs can only be taken with the explicit consent of the Exhibitor.
- 12. Amendments of Rules** – Management reserves the right to make changes, amendments and additions to these rules at any time and all changes, amendments shall be binding on the exhibitor with the provision that all exhibitors will be advised of such changes. Any matters not specifically covered herein are subject to decision by Show Management.
- 13. Official Decorator** – The Official Decorator is VISTA Convention Services. An Exhibitor Service Manual will be provided as a PDF to each exhibitor and will be available online at www.htvaexpo.com. The Manual will provide the move-in/out dates/times as well as shipping information, labor rates, rental of furnishings, electric, florist, etc. An on-site Service Center will also be available for on-site ordering and requests for electric, furnishings, etc.
- 14. Conditions** – Show Management reserves the right to restrict exhibits because of loud music, noise, method of operation or any other reason that becomes objectionable or otherwise detracts from the show experience. Exhibitors will be given a warning to correct the offense and then will be shut down if they don't abide by the rules
 - Exhibitors are responsible for meeting all the building rules & regulations and any subsequent amendments
 - Exhibitors shall comply with the state and local health and safety standards and applicable rules and regulations of local fire authorities in Atlantic City, NJ. Exhibitors are to surrender spaces occupies by them during the show in the same condition it was at the time of first occupation
 - Exhibitors are liable for any damage within their contracted booth space to floors, walls, columns or other parts of the exhibit hall property
 - Exhibitors will abide by the tax laws of the state of New Jersey. Distribution of any material or literature is restricted to the exhibitor's booth area.
- 15. Additions and Amendments to the Rules** – Show Management and/or its sponsors may from time to time issue additional rules as it deems necessary for the orderly presentation of the show. Rules may be amended at any time, provided such amendment shall not substantially diminish the rights or increase the liability of the Exhibitor.