

# Application/Contract for Exhibit Space



**National Newspaper Association**  
**123rd Annual Convention and Trade Show**  
 Renaissance Riverview Plaza Hotel, Mobile, AL  
 Meeting Dates: Sept. 24–27, 2009  
 Exhibit Dates: Sept. 24–25, 2009

**NNA use only**

Booth/table no. assigned: \_\_\_\_\_  
 Deposit: \_\_\_\_\_ Date: \_\_\_\_\_  
 Balance: \_\_\_\_\_ Date: \_\_\_\_\_

Please read the rules and regulations on the reverse side **before** signing. A 50 percent deposit prior to July 1, 2009, must accompany your application/contract. Balances on booth reservations are due by July 17, 2009. Applications/contracts received after July 1, 2009, must be accompanied by full payment.

Company	URL		
Address	City	State	ZIP
Contact Name	Title		
Telephone	Fax	E-mail	

Please contact me about **sponsorship opportunities**

**We wish to contract for the following:**

(NNA Allied Membership must be active at the time of application and remain active through the show to receive member rates. Allied Membership is \$500 per year.)

- Corner Booth** (\$1,000 member / \$1,450 non-member) \$ \_\_\_\_\_
- Interior Booth** (\$975 member / \$1,400 non-member) \$ \_\_\_\_\_
- Display-Only Table** (\$600 member / \$900 non-member) \$ \_\_\_\_\_
- Add an **Internet Connection** for **just \$200!** \$ \_\_\_\_\_
- Logo-enhanced** program listing (\$50) \$ \_\_\_\_\_
- Program Ad** Full Page (\$300) / Half Page (\$175) [circle one] \$ \_\_\_\_\_

**Total Due** \$ \_\_\_\_\_  
 Total Sent with Contract \$ \_\_\_\_\_  
**Balance** \$ \_\_\_\_\_

Every attempt will be made to separate you from your competitors; however, we cannot guarantee it. Please indicate your first three booth choices and indicate any competitors you wish to not be near. 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

**Payment information**

**Checks**  50 percent deposit enclosed, if before July 1, 2009  
 Full payment enclosed

**Credit Cards**  Visa  Mastercard  American Express  
 50 percent (balance will be changed July 17, 2009)  
 Full payment

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Card number \_\_\_\_\_ Expiration date \_\_\_\_\_

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Signature \_\_\_\_\_ Date \_\_\_\_\_

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Printed name (as it appears on the card) \_\_\_\_\_

We agree to comply with and be bound by the rules and regulations as contained on the reverse side of this application/contract for exhibit space at NNA's 123rd Annual Convention and Trade Show, and to the conditions under which exhibit space in the Renaissance Riverview Plaza Hotel, Mobile, has been leased to NNA.

A copy of this application and contract will be returned to you signed by a representative of NNA with your booth/table assignment.

**X** \_\_\_\_\_ Date \_\_\_\_\_  
 Authorized exhibitor signature

\_\_\_\_\_ Date \_\_\_\_\_  
 Authorized NNA signature

Please mail completed application/contract and payment to  
 NNA, 10313 Litchfield Dr., Spotsylvania, VA 22553,  
 or fax with credit card payment to (509) 696-5489

# Rules and regulations for exhibitors

## Booth and display-only table descriptions

**Booths** are 8' × 10'. Each exhibitor is furnished a standard booth having aluminum supports, aisle posts with 8' high back wall, 3' high side dividers from which flame proofed drapes are suspended and company ID sign. Necessary furniture, booth furnishings, labor and freight handling may be obtained from the official contractor: the George Fern Co. **Display-only** tables include a 6' draped table, two chairs and ID sign. Pop-up exhibits **ARE NOT** permitted on display-only tables. **The exhibit hall is carpeted.**

## Restrictions

Sidewalls of all booths may extend no more than 2' from the back wall and may equal the height of the back wall, permitting side viewing. A piece of equipment or product that is an integral part of the display, but not part of the booth may not extend above the back wall. All surfaces of exposed display structures must be draped or finished, front and rear. Any special or unusual exhibit construction or installation is not permitted unless approved by NNA in advance.

## Cancellations or change of exposition

In the event that the premises in which the Exposition is conducted should become unfit for occupancy or substantially interfered with by reason of any cause or causes not reasonably within the control of NNA or its agents, the Exposition may be cancelled or moved to another appropriate location, at the sole discretion of NNA. NNA shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of NNA. Causes for such action beyond the control of NNA shall include, but are not limited to: fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, act of a public enemy, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel, labor union disputes, loss of lease or other termination by the Renaissance Riverview Plaza Hotel, Mobile, municipal, state or federal laws, or acts of God. Should NNA terminate this agreement pursuant to the provisions of this section, the exhibitor waives claims for damage arising there from. Refunds of "Paid Exhibit Space Fees" in the event of event termination or cancellation shall be made to exhibitors at the sole discretion of NNA and in any case, will not exceed the amount of each exhibitor's paid exhibit space fee less any pro rata adjustments based on non-reimbursable direct and/or indirect event costs or financial obligations incurred by NNA through the date of exhibitors' notification of event termination or cancellation or through the completion of event termination or cancellation processes, whichever is later.

## Cancellation by exhibitor

In the event of cancellation by an exhibitor, NNA shall determine an assessment covering the reassignment of space, prior services performed and other damages related to cancellation, according to the following schedule: NNA must receive written notification of the cancellation. Cancellations received prior to July 1, 2009, will be assessed a \$100 fee. Refunds after July 1, 2009, are contingent upon resale of the space.

## Use of display space

A representative of the exhibiting company must be present in the booth at all times during the posted exhibit hours. In the event the exhibitor fails to install within the time limit set for opening, NNA shall have the right to take possession of said space. All demonstrations and distribution of circulars and promotional materials must be confined to the limits of exhibitor's booth. Canvassing outside the booth is **NOT** allowed. No exhibitor shall assign, sublet, or share the space assigned without the consent of NNA. Advertising material or signs of firms other than registered exhibitors is prohibited. Nothing except carpet on carpet shall be pasted, tacked, nailed or otherwise attached to walls, door, floor, or other parts of the facility or furniture contained in the Renaissance Riverview Plaza Hotel, Mobile. Carpet on carpet must be attached with carpet tape. Public hallways, corridors, lobbies etc. are not to be used when transporting freight, equipment, etc. At no time are facility main entrances to be used. At all times service and/or freight elevators are to be used. Use of passenger elevators for transporting equipment, materials, etc. is not permitted. All rules and regulations as dictated by the Fire Marshall of the City of Mobile and any applicable state authority e.g. State Fire Marshall's offices are to be adhered to.

## Badges

Badges will be prepared for employees of the exhibiting company **ONLY** (consultants, customers and distributors are not eligible to receive exhibitor badges). For each booth purchased "Exhibitor" is entitled to five (5) personnel badges; for each Display-only table, two (2) badges. Request for badges beyond the complimentary limit will be assessed a \$10 fee if paid prior to the badge request deadline and paid in advance of the show. Extra badge payments are not refundable or transferable. All badges prepared on-site will be \$15 each payable at time of issuance. Exhibitor personnel requesting badges on-site must present a business card identifying them as a representative of the exhibiting company.

## Liability

The exhibitor agrees to make no claims against NNA, its employees, the Renaissance Riverview Plaza Hotel, Mobile, or the George Fern Co. for loss, theft, damage to goods, or injury to himself, his employees, or NNA attendees while in the exhibition area, nor any consequential damage to his business for failure to provide space for the exhibitor or the failure to hold the 123rd Annual Convention and Trade Show as scheduled. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save NNA, the George Fern Co. and the Renaissance Riverview Plaza Hotel, Mobile, from claims, losses and damages to persons or property, governmental charges for fines and attorney's fees related to the use of the exhibition premises or part thereof. In addition, Exhibitor acknowledges that NNA, the George Fern Co. and the Renaissance Riverview Plaza Hotel, Mobile, do not maintain insurance covering exhibitor's property and that it is the sole responsibility of exhibitor to obtain business interruption and property insurance covering such losses by exhibitor. The above-cited regulations as well as all conditions stated in the 123rd NNA Exhibitor Prospectus and Exhibit Application/Contract become a part of the contract between the exhibitor and the National Newspaper Association.



**Cindy Joy-Rodgers** • Sales and Meeting Representative • National Newspaper Association

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