



AO 33rd Annual Conference and Outfitter Expo Contract for Outfitter Expo Exhibit Space

December 7-10, 2021 – Bally’s – Las Vegas

Produced and owned by
America Outdoors Association®

Exhibiting Company		Company Owner	
Contract Person for Trade Show		Title	
Company Mailing Address			
Company City	State	Zip	Country
Office Phone	Fax	Toll-free	
Web Site		Company Email	
Trade Show Contact Email*			

This agreement between North America Outdoors, Inc. (DBA as America Outdoors Association®), hereinafter referred to as AO, and Exhibiting Company as listed above (hereinafter referred to as “the company”) is for exhibit space for the 2021 Annual Conference. I, the undersigned, with full authority and intent to be legally bound, in consideration for the service provided by AO, hereby agree to contract the exhibitor (above) for exhibit space subject to the terms and conditions of this agreement, including all the conditions on the reverse side of this agreement and attached addendum, if any. I agree to abide by any exhibit rules issued at the time of the event. I understand that my company is responsible for shipping display materials to the decorating/drayage company appointed by AO, and that my booth must comply with applicable fire codes and other regulations. I understand a **non-refundable deposit of 50% is required to hold booth space, with payment in full due on or before Oct. 1, 2021; all booth fees are non-refundable.** I understand that I will be subject to the forfeiture of booth space and deposit if fees are not paid in full by October 1, 2021. **I agree to provide a certificate of insurance for the show naming America Outdoors Association as an additional insured. I have read and agree to both sides of this contract, and I am an authorized representative for the company.**

Print Name: _____ *Authorized Signature:* _____

Title: _____ *Date:* _____

Please print legibly

Types of products and brand names to be displayed and/or represented. (Describe in 40 words or less to be used in publications.)

BOOTH ID NUMBERS REQUESTED**	1st Choice	**Exhibition Space Location AOA reserves the right, in its sole and absolute discretion, to determine who will be permitted to display products as an exhibitor, and the size, location, and configuration of exhibit space.
	2nd Choice	
	3rd Choice	

*See show rules on back of contract for information on end caps and island booths.

Booth Package Includes: table, 2 chairs, pipe, drape, ID sign, waste basket, lunch & education sessions

Early Bird Pricing Expires 9/31/2021	AO Member Price	Non-Member Price	# Booths	Amount
Booth Package: 10' x 10'	\$1,095 each <small>(Early Bird \$1045)</small>	\$1,595 each <small>(Early Bird \$1425)</small>		\$
Booth Package: 5' x 20' <small>(Wall booth, limited availability)</small>	\$1,295 each <small>(Early Bird \$1,195)</small>	\$1,795 each <small>(Early Bird \$1,695)</small>		\$
Booth Package: 8' x 10'	\$995 each	\$1,495 each		\$
Corner Booth <small>(Additional cost for corner booth)</small>	\$100 each	\$100 each		\$
Total due				\$
A 50% deposit of total is due with contract, no exceptions. Deposit amount enclosed				\$
Balance due on or before Oct. 15, 2021				\$

*Once your contract is accepted an invoice will be sent to the **Trade Show Contact Email.**

Please complete, sign, and return both pages to AMERICA OUTDOORS ASSOCIATION.

Email to Heidi Prior @ hprior@americaoutdoors.org, Fax to 865-558-3596 or Mail to

P.O. Box 10847, Knoxville, TN 37939 • 865-558-3595

Send signed contract to America Outdoors Association and keep a copy for your records.

Contract is not valid until America Outdoors Association has received both signed pages and deposit.

America Outdoors Association® Annual Conference Exhibition Agreement & Rules and Regulations

America Outdoors Association® is Exhibition Management

Exhibitors. Exhibitors are limited to those companies offering products or services of specific interest to the attendees. America Outdoors Association reserves the right to determine the eligibility of any company for participation.

Subletting or Sharing Space. Exhibitors may not re-assign, re-sell, share, or sublet booth space. Exhibitors found to be in violation of this agreement will be removed from the show.

Admission. Exhibits are open only to paid registrants or those representatives of businesses and others who receive a valid pass from America Outdoors Association. Admission will be limited to those with a specific interest in the use of the equipment, products or services displayed. Exhibition management reserves the right to refuse admission to any persons for any reasons that is contrary to the interests of America Outdoors Association or the exhibition as determined solely by America Outdoors Association. No retail public admission will be allowed. **Exhibitors are responsible for any taxes related to sales of merchandise.**

Exhibit Design. No exhibit side, back walls or material shall be permitted to interfere with a neighboring exhibit. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.

Safety and Fire Laws. All applicable fire and safety laws of the facility must be observed by exhibitors. No decorations made of flammable materials are permitted. Wiring must comply with local Fire Department and Underwriters Rules.

Labor. Exhibitors must contract for electrical hookups, booth cleaning, carpet vacuuming, drayage, phone service, and other booth assembly services, as may be needed, through the services contractor approved by America Outdoors Association.

Sound level. Any device which produces sound must be operated so as not to disturb other exhibitors. Exhibition management reserves the right to determine acceptable sound levels. Exhibitors are responsible for paying ASCAP a n d / or BMI license fees where required as part of their exhibit or presentation.

Electrical. Electrical fittings and power mains are available at charges listed in the exhibitor kit which will be provided to you by the expo services contractor. All wiring on displays or display fixtures must conform to the minimum standard established by the appropriate regulations for the exhibition facility and must meet Fire Marshall approval.

Photography. The photographic rights for the Exhibition are reserved to Exhibition Management, Exhibitors wishing to make their own arrangements for the professional photographing of their exhibit must apply to, and receive written approval from Exhibition Management, whose permission shall not be unreasonably withheld. **No exposition vendor shall photograph another exhibitor's booth, or any portion thereof, without permission of said exhibitor or show management.**

Exhibit Cleaning. Exhibitors must make arrangements to keep their booth free of accumulated rubbish.

Relocation & Floor Plan Revision. Exhibition Management at its sole discretion retains the exclusive right to revise the exhibition hall floor plan and/or move assigned exhibitors, as necessary.

Violation of Clear Aisles and Booth Dimensions. Exhibitors whose show materials extend into aisles will be asked to remove materials. Those not complying may be removed from the show. Exhibitors expanding their show materials beyond the space they have contracted and paid for will be asked to move back into their allotted space. Those not complying may be removed from the show and may not be invited to sub-sequent shows.

Promotional Activities. All promotional activities must be confined to the exhibitor's booth area. Distribution of literature or display of promotional material in the aisles, registration area, meeting rooms, hotel lobby, parking lot or any other area outside of the booth is strictly prohibited unless approved in writing as part of a sponsorship agreement with America Outdoors Association. Violators may be removed from the show.

Advertising Matter. The exhibitor may distribute advertising matter from his exhibit only. Materials found outside an exhibitor's contracted space will be removed by show management. In the event of a complaint arising from such distribution, the matter shall be referred to Exhibition Management whose decision will be binding and final. Exhibitors may not tape, pin, staple, nail or otherwise affix their materials to the walls or other areas of the show venue. Payment for damage caused to venue by an exhibitor is the responsibility of said exhibitor. America Outdoors Association assumes no responsibility for damage caused by exhibitors to exhibit facilities. Non-exhibiting supplier companies will not be allowed to distribute materials or solicit exhibitors or attendees, persons in violation will be removed from the show.

Personnel. Exhibition management reserves the right to determine whether the attire of booth personnel is acceptable and in keeping with the best interest of the exhibitors and exhibition. **Exhibitor representatives are restricted to personnel engaged in the display, demonstration, application or sale of the company's product or services.** Personnel shall always wear Exhibitor badge identification while they are in the exhibit area. AO reserves the right to restrict or limit the number of exhibitor representatives. **Exhibiting companies are permitted THREE badges for the FIRST space. You may add ONE additional badge for each additional space. Additional badges may be purchased for \$100 each.**

Food Service. All food and beverages distributed in exhibit hall must be purchased through the Exhibition Management appointed caterer. **No alcoholic beverages may be distributed unless purchased through the caterer. This applies both during set up and during show hours.**

Cancellation. In the event of a cancellation of exhibit space by the exhibitor, Exhibition Management shall retain as a cancellation fee, all amounts paid by the exhibitor (and due from them) up to the time of cancellation pursuant to the provisions of the billing and schedule of payments section of the Application/Contract for Exhibit Space. **All cancellations must be in writing.** In the event the exhibitor has no representation on the show floor by the stated opening time of the exhibit, Exhibition Management reserves the right to re-sell the exhibit space or move another exhibitor into that space.

Liability. Limitation of Liability, Indemnity, Insurance Neither AO, the appointed Decorator, nor the Facility, nor any of its officers, agents, employees or other representatives, shall be held liable for, and each is hereby released from any damage, loss, harm, or in-jury to the person or property of Exhibitor or any of its visitors, officers, agents, employees or other representatives, resulting from Exhibitor's participation in the Exposition, licensing and/or use of exhibition space hereunder, or the failure of AO to make available the exhibit space or hold the Exposition, however caused, including that caused by AOA's or any Facility's, or its officers', agents', employees', or other representatives' negligence. Exhibitor shall indemnify, defend, and hold harmless AO and the Facility and their respective owners, directors, officers, employees, agents and representatives, from, any and all claims, demands, suits, liability damages, loss, costs, attorneys' fees, and expenses of any kind which might result or arise from its participation in the Exposition, its licensing and/or use of exhibition space hereunder, or any action or failure to act on the part of Exhibitor or its officers, agents, employees, or other representatives. Exhibitor understands that neither AO nor the Facility, nor its affiliates, maintains insurance covering Exhibitor's liability. **Exhibitor must obtain, at its sole expense, insurance, in the amount of \$1 million dollars or more, for its exhibit material and products against loss or damage, and public liability insurance against injury to the person or property of others. Exhibitor shall provide evidence of such insurance to AO and the Facility upon request. AO is to be named as an additional insured.** It is understood all property of Exhibitor is in its care, custody, and control in transit to, or from, or with-in the confines of the Facility, and neither AO nor the Facility assumes any responsibility, therefore. In no event shall AO be liable to Exhibitor or anyone claiming through Exhibitor for incidental, consequential, special, or indirect damages, including lost profits, even if AO has been apprised of the possibility of such loss. **PLEASE NOTE: No one under 16 years of age is allowed in the Exhibit Hall at any time!**

Losses. Exhibition Management does not assume responsibility for damages to the exhibitor's property or lost shipments either coming in or going out of the exhibition. Nor is Exhibition Management responsible for shipping, drayage, parking, or other exhibitor costs. If the exhibit fails to arrive in time for the show, no refund of exhibit fees will be allowed. Exhibitors are advised to insure against these risks.

Vendor Courtesy. No exhibitor or representative of an exhibitor shall enter the booth space of another registered exhibitor without invitation. No exhibitor shall take printed materials belonging to another exhibitor without said exhibitor's permission. Exhibitors shall not solicit other exhibitors during show hours. Any solicitation of exhibitors without permission is strictly forbidden.

Show Schedule. Exhibition Management reserves the right to revise show hours.

Losses, Damages, Claims. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the exhibition venue premises and will indemnify, defend, and hold harmless the exhibition venue its owner, and its management company as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

Concurrent Events. Exhibitors may not conduct any organized functions (such as a training, demo, a networking reception, or dinner) on or off the conference premises during any organized conference function, as outlined in the conference schedule of events without the express written consent of Exhibition Management.

Modification or Termination of the Exhibition. In the event the premises in which the Exhibition is or is to be conducted shall become, in the sole discretion of the Exhibition Management, unfit for occupancy, or in the event the holding of the Exhibition or the performance of the Exhibition Management under the Application (of which these rules and regulations are a part) are substantially or materially interfered by any cause or causes, this contract and/or the Marketing & Management Conference Exhibition may be modified or terminated by America Outdoors Association. America Outdoors Association shall not be responsible for delays, damage, loss, increased costs or emotional distress or other unfavorable occurrences to exhibitors arising from unforeseen events, acts or omissions that result in modification or termination of the Marketing & Management Conference Exhibition. America Outdoors Association reserves the right to make reasonable modification to the rules and regulations applicable to this exhibition in keeping with laws, regulations, or for any other reason deemed necessary by America Outdoors Association. If America Outdoors Association or its contractors terminate this show this contract and/or Exhibition (or any part thereof), Exhibition Management shall not be liable to the exhibitor for any compensation other than for a pro-rated refund of such exhibitors' booth fee payment determined on the basis of the number of exhibit days remaining. For the purposes of this contract "unforeseen events, acts, or omissions" shall include but not be limited to fire, theft, casualty, flood, snow and ice storms, epidemic, pandemic, earthquake, inclement weather, explosion or accident, blockade or embargo, governmental restraints, orders of civil defense or military authorities, act of public enemy, riot or civil disturbance, strike, lockout, boycott or labor disturbances, inability to secure sufficient labor, including technical personnel, failure or lack of adequate transportation, inability to obtain, requisition, or commandeering necessary supplies or equipment, local, state, Federal laws, ordinances, rules, orders, decrees, or regulations of any kind whether constitutional or un-constitutional, and any act of God.

Taxes, Licenses. Exhibitor shall be responsible for obtaining all licenses, permits and approvals under local, state or Federal law applicable to its activity at, and obtaining all tax identification numbers and paying all taxes, license fees and other charges that become due to any governmental authority in connection with the AO show.

Applicable Laws. This contract is subject to the laws of the State of Tennessee and any complaints, claims, legal actions, or disputes shall be adjudicated in a venue chosen by America Outdoors Association.

Consent to Use of Photographic Images and Name for Purposes of Tradeshow Promotion. Membership, exhibiting or attendance at, or participation in, AO meetings, tradeshow and other activities constitutes an agreement by the exhibitor to allow use and distribution (both now and in the future) of the registrant or attendee's company name, image or voice in photographs, print, videotapes, electronic reproductions, and audiotapes of such events and activities.

Supersedes All Other Agreements. This contract for exhibit space at the America Outdoors Marketing & Management Conference Exhibition supersedes all other agreements either written or oral.

I have read and understand the terms of this agreement.

Please sign and return both pages of this contract to America Outdoors Association and keep a copy for your records.

Signature: _____

Company: _____