

# ALEA EXPO 2014 ~ EXHIBITOR RULES & REGULATIONS

You must read and accept these guidelines to register as an exhibitor ... *Updated 07/29/2013*

## **ASSIGNMENT OF SPACE AND PAYMENT**

All exhibit space, with the exception of the island displays, will be allocated on a first-come, first-served basis. Confirmation of space will be sent immediately upon receipt of signed contract and full payment. ALEA reserves the right to reassign booth space if need be.

A 50% deposit is required to reserve any booth space. Remaining balances will be due January 31, 2014 for those reserved in 2013. All booths purchased in 2014 are due upon receipt.

Exhibit space must be occupied solely by your organization in exhibiting your products at the ALEA EXPO 2014. No exhibitor shall assign, sublet, or share the whole, or any part of, the space contracted without prior written consent of ALEA.

## **BOOTH SPECIFICATIONS**

The standard booth size is 10' x 10' (approximately 3.05m x 3.05m). Except for custom-size or island displays, the booth price in this agreement provides for installation, maintenance and removal of standard framing materials. The materials include a quality fabric, 8' high backdrop; 42" high side divider rails; and an expertly lettered 7" x 44" exhibitor sign for each space. Although not included in the booth, carpet or floor covering is required in ALL booths on the Expo Show Floor.

## **EXHIBITOR NAME BADGES**

We request that all badges be ordered via our website at [www.alea.org](http://www.alea.org). If web access is unavailable, please contact the ALEA office at 301-631-2406 or [bosborne@alea.org](mailto:bosborne@alea.org).

The exhibitor badge entitles the wearer access to the exhibit floor only and exhibitor badges are issued only to personnel actually staffing the booth. The name of the exhibiting company, as it has been listed on the exhibit space contract, will appear on each badge. Three exhibitor badges will be provided for each 10' x 10' area of display space contracted, to a maximum of 30 badges. Additional badges are available at \$25 each. Exhibitors are urged to order badges in advance to avoid a \$5.00 additional badge fee. The exhibitor badge list is due June 27, 2014. The registration desk is scheduled to be open beginning July 15 at 8 am.

Badges will be available for pickup onsite at the exhibitor registration desk beginning Tuesday, July 15, at 8 am. The Annual Awards Luncheon will be held Saturday, July 19; separate tickets must be purchased for this event.

## **INSTALLATION & DISMANTLING**

Installation of exhibits may commence on Tuesday, July 15, 2013 at 8 am, at the convention center. All exhibits must be fully assembled and ready for display no later than 3 pm on Wednesday, July 16, 2014. Dismantling of exhibits may begin after 4 pm on Friday, July 18, 2014. All exhibits and materials must be totally removed from the exhibit hall no later than 12 noon on Saturday, July 19, 2014. No dismantling allowed before 4 pm, Friday, July 18, 2014.

## **OFFICIAL SERVICE CONTRACTOR**

SS&G Management, LLC  
April Bush, Vice President – Operations  
PO Box 8587, Mandeville, LA 70471  
PH (985) 377-8800  
FAX (888) 722-3067  
EMAIL [awbush@earthlink.net](mailto:awbush@earthlink.net)

Approximately three (3) months prior to the Expo, an Exhibitor's Service Kit will be mailed or emailed to each exhibitor. This packet will include all necessary information and forms regarding: shipping of displays; display rental; floor coverings; telephone service; electrical service and utilities; furniture and accessories; etc.

## **CANCELLATION**

Exhibitors may reduce or cancel contracted space by submitting written notice to the ALEA Home Office on the following schedule:

Written notice received 60 days or more from the event: 75% refund

Written notice received 30 – 59 days from the event: 50% refund

No refunds will be issued less than 30 days from the start of the event

## **SECURITY**

ALEA will provide 24-hour security services at the convention center for all displays, for the duration of the Conference and Exposition. While every precaution will be taken, ALEA assumes no liability for providing this service. The ultimate responsibility remains with the individual exhibitors to protect their property and appropriate protection and insurance should be arranged.

## **LIABILITY, INSURANCE & HOLD HARMLESS**

In consideration for the opportunity to display services and products at an ALEA Conference and Exposition, Exhibitor, its officers, directors, agents and insurers, agrees to indemnify and hold harmless ALEA, its officers, directors, contractors, employees and agents and the seminar facility, its governmental entity, agents and employees, from any loss, injury, suit, action or cause of action, or claim whatsoever resulting from any incident, accident, fire, theft or any claim or loss to any person claiming loss or injury, including any loss or damage to property of Exhibitor, its employees, agent or subcontractors, loss or injury to any manufacturer's demonstration participants, their employees, agents, guests and general public. Said indemnification and agreement to hold harmless, ALEA and the seminar facility, as aforesaid, shall include reimbursement for any costs, expenses and reasonable attorney's fees incurred by indemnities.

Further, any claim of damage to the property of the seminar facility resulting in the immediate assessment of damages against ALEA from any act or omission of Exhibitor, its agents, employees, contractors and subcontractors, shall be immediately paid or assumed by Exhibitor. 1) All aircraft exhibited in the Convention Center for the ALEA EXPO 2014, whether flown or trucked in, must be properly insured. 2) Any commercial exhibitor that brings an owned, leased or borrowed aircraft to be displayed in the Convention Center, including the use of aircraft belonging to a governmental agency, agrees to name ALEA, Inc., its agents, officers, directors and employees and exhibition convention center, its owners, management company, officers, directors and employees as an 'additional insured' on the exhibitors policy of insurance covering the operation of the aircraft. In addition, Exhibitor acknowledges that ALEA does not maintain any insurance to cover loss or damage to any property of Exhibitor. Exhibitors are advised to obtain commercial insurance to cover all losses and claims. Furthermore, it is requested that all exhibiting companies carry general liability and personal property insurance, including workers' compensation, if applicable. 3) Proof of insurance must be in the form of a "Certificate of Insurance" that identifies all aircraft, individually by serial number, stating the make, model, registration number, and owner of the aircraft. If the aircraft is owned/operated by someone other than the exhibitor, the documentation should so state and proof of insurance shall name both as insured or additionally insured. Without proof of insurance, the aircraft will not be permitted to land at or move into the Convention Center. 4) Aircraft flown to the Convention Center: Exhibitors flying aircraft to the Convention Center must provide proof of insurance to ALEA in the form of a Certificate of Insurance. This should be from the exhibitor's insurance broker, confirming a minimum of \$5,000,000 combined coverage for public liability and property damage. 5) Aircraft trucked to the Convention Center: Exhibitors trucking aircraft to the Convention Center must provide proof of insurance to ALEA in the form of a Certificate of Insurance. This should be from the exhibitor's insurance broker, confirming a minimum of \$1,000,000 combined coverage for public liability and property damage.

## **ADDITIONAL INSURANCE REQUIREMENTS**

Whether an aircraft is flown or trucked to the Convention Center, the Certificate of Insurance must also list as additionally insured:

- Airborne Law Enforcement Association, its Agents, Officers, Directors and Employees
- The Phoenix Convention Center, its Owners, Management Company, Officers, Directors, and Employees.

## **RESTRICTIONS**

ALEA reserves the right to determine the eligibility of a company or their product for inclusion in the exhibits, and reserves the right to restrict exhibits that, because of noise, method of operation, materials or for any other reason, become objectionable to ALEA. ALEA also reserves the right to prohibit any exhibit that, in the opinion of ALEA management, may detract from the general character of the exhibit show as a whole. In such event, ALEA shall not be liable to any exhibitor for any refund of exhibit fee or expenses incurred by exhibitor to exhibit.

No signs will be affixed by any means to the walls, doors or any other surface in the exhibit area or seminar facility.

Subsidiaries that share a parent company are permitted to share exhibit space under the following conditions:

1. If subsidiaries are sharing a 10 x 10 booth, the booth itself, all materials, advertisements, sponsorships, etc., will be listed under the name of the company that reserves and pays for the booth, unless otherwise instructed by the exhibiting company(ies). To receive the member price, the purchasing company must be an ALEA Corporate Member or the space will be charged at the non-member rate.
2. If subsidiaries wish to have multiple company names associated with a shared booth (the booth itself, all materials, advertisements, sponsorships, etc.), the amount of booth space purchased must be, at a minimum, equivalent to a 10 x 10 booth space per company. To receive the member price, all subsidiaries sharing booth space must be ALEA Corporate Members or the space will be charged at the non-member rate.

Further, those organizations that have been assigned an official ALEA exhibit booth must conduct all business activities from within their assigned booth space and not impede traffic through the Exhibit Hall aisles or other areas. All children under the age of 18 must be accompanied by an adult.

**We have read and understand the Exhibit Rules and Regulations and agree to abide by them and any additional rules deemed necessary by the Airborne Law Enforcement Association, Inc.**