



**APPLICATION AND CONTRACT
FOR MILITARY ORGANIZATIONS
TO REQUEST EXHIBIT SPACE AT THE
2011 AUSA ANNUAL
MEETING & EXPOSITION
10-12 October 2011
Walter E. Washington Convention Center
Washington D.C.**



Global Experience Specialists (GES) has been appointed by AUSA to serve as the show management contractor to manage the sales and marketing for all military organizations wishing to participate at the AUSA Annual Meeting & Exposition. Please complete this Exhibit Space Application and send the signed contract to: Jennifer Chagnon, Senior National Account Manager, 3636 Pennsy Dr., Landover, MD 20785. Tel: 703-926-2696; FAX: 702-638-6677

Military Organization Name: _____ Date: _____
 Exhibit Manager's Name: _____ Telephone: _____ Fax: _____
 Manager's Mailing Address: _____
 City: _____ State: _____ Zip: _____
 E-mail: _____ Web Site: _____

NOTE: Signed contracts will be the only official means of reserving space. Informal requests, either written or oral, will not be honored. Space is assigned on a first come, first served basis.

We have read the Exhibit Information printed on the reverse side of this Application and Contract for Exhibit space and agree to abide by these and any additional rules deemed necessary by AUSA and published after the contract is signed. **CONTRACT DEADLINE IS 10 June, 2011.**
 REFUNDS FOR SPACE CANCELLED AFTER 10 June WILL BE CONTINGENT UPON THE RESALE OF THE RETURNED SPACE.

PAYMENT FOR EXHIBIT SPACE SHOULD BE MADE TO: Association of the U.S. Army
 2425 Wilson Blvd.
 Arlington, VA 22201

Signature of Exhibit Manager or Authorized Official: _____

Our preference for exhibit space is as follows: (10' x 10' booth \$1,900.00 each or \$19.00 per square foot of exhibit space used). Failure to list two different choices will result in AUSA making determination.

Total SqFt:

FIRST CHOICE: _____ at \$19.00/SqFt: \$ _____
 SECOND CHOICE: _____ at \$19.00/SqFt: \$ _____

Max height of equipment: SEE RESTRICTIONS ON REVERSE SIDE.

We understand that if requested space is not available, we may be assigned to other space comparable in size. Final space assignment will be noted below when application is accepted.

LIST THE PRODUCTS OR SERVICES WE PLAN TO DISPLAY. Failure to state items may delay contract acceptance.

SPECIAL INSTRUCTIONS: Indicate here exactly how you wish your organization to appear on the exhibitor list in the program, including punctuation. In cases where more than one organization occupies the same space, AUSA will indicate multiple occupancy, but only if requested. Otherwise, the organization purchasing the space will be shown.

(Use separate sheet of paper if needed)

Contract Signed by GES Official: _____

(Do Not Write Below This Line)

THIS SPACE FOR AUSA USE ONLY / AUSA SYMPOSIUM & EXPOSITION

AUSA hereby accepts the application and the following exhibit space is assigned:

Contract/Payment Received: _____

Indoor Booth Assigned: _____ Cost: \$ _____

For the purpose of identification ONLY, the following single number should be used by you and GES to identify your booth assignment: _____. Please refer to this number anytime you refer to your booth.

Balance Due: \$ _____

Date Approved: _____ Contract Signed by AUSA Official: _____

DATES AND HOURS OF EXHIBITS

The exhibit halls will be open as follows:

Monday, 10 Oct., 0900 to 1700

Tuesday, 11 Oct., 0900 to 1700

Wednesday, 12 Oct., 0900 to 1700 & 1800 to 1930 (Marshall Dinner Reception)

ADMISSION

Admission to the exhibit areas, program sessions and social functions at the 2011 Annual Meeting will be limited to the following: AUSA members, members and civilian employees of the U.S. Armed Forces, designated representatives of exhibitor and member companies, invited guests of the Association and those who have an identifiable relationship to the United States Army. Spouses and other members of the immediate family of any of the above persons are welcome at appropriate times.

BOOTH EQUIPMENT

The price in this agreement includes a booth space with a fabric backdrop 8' in height, divider rails 3' in height and a standard display sign 44" long bearing the Exhibitor's firm name.

ADDITIONAL SERVICES AND SHIPPING AT EXHIBITOR'S EXPENSE

Information regarding shipping instructions, cost of special booth furniture, labor and carpenters, receiving, handling and storage of crates, special electrical connections, lighting fixtures, etc., will be sent to you with our **Exhibitors' Service Kit approximately 90 days prior to move-in**. Display Rules and Regulations will be included in the Exhibitor Service Kit.

MUSIC

No Exhibitor may cause live or recorded music to be utilized in connection with any Exhibit unless such Exhibitor has (1) obtained permission from AUSA for the use of such music, (2) demonstrated that it has secured all necessary copyright licenses for such music and (3) agreed to indemnify and hold harmless AUSA, the Walter E. Washington Convention Center, their officers, employees and agents from any claims, causes of action or damages arising from any alleged or actual copyright infringement associated with the aforementioned music.

INSTALLATION AND DISMANTLING

The official targeted move-in schedule will be provided in the AUSA Exhibitor Service Manual by Global Experience Specialists (GES). If you have any questions prior to the release of the manual, please contact GES at (301) 583-5000.

All displays must be ready for operation by 0800 Monday, 10 October 2011.

BOOTH SPACE COST

The cost for each 10'x10' booth is \$1,900.00. You will be charged for the total square footage within the area assigned to you, based upon 100 square foot increments. Second Tier space will be billed at \$5.00 per square foot of useable space.

ASSIGNMENT & PAYMENT FOR SPACE

Exhibit space will be allocated by AUSA. Any fees or charges not paid when due shall bear interest at the rate of 18% per annum, computed daily, and the Exhibitor shall bear the full cost of any collection effort required including legal fees, court costs and related charges. It is understood and agreed that refunds for cancelled space are contingent upon the resale of that space.

RESALE/SUBLEASING OF EXHIBIT SPACE

Exhibitors may not assign, sublease or otherwise share all or a portion of their exhibit space with any party except a wholly-owned subsidiary. Given the potential lengthy waiting list for exhibit space, this prohibition will be strictly enforced.

LIABILITY

The Association of the United States Army, the Walter E. Washington Convention Center, their management, and all organizations and individuals who are employed by them in connection with this 2011 Annual Meeting will not be responsible to Exhibitor and shall be held harmless by Exhibitor for damage or loss to Exhibitor property, or personal injury during the Exhibition Period resulting from the negligence of the Association of the United States Army, the Walter E. Washington Convention Center, their management, and all organizations and individuals who are employed by them in connection with this 2011 Annual Meeting. Furthermore, the Exhibitor agrees to defend and hold harmless the Association of the United States Army, the Walter E. Washington Convention Center, their management, and all organizations and individuals who are employed by them in connection with this 2011 Annual Meeting from any liability for damages or loss of property or personal injury resulting from the activities of Exhibitor, regardless of negligence.

AUSA REGULATIONS

- 1) AUSA will publish complete Show Rules & Regulations under separate cover and distribute to all exhibitors in a subsequent mailing. The AUSA Annual Meeting Show Rules & Regulations will also be included in the GES Exhibitor Services Kit.
- 2) Owing to the tight time constraints, logistical problems and local union rules, AUSA has placed the overall supervision of the erection and dismantling of exhibits under Global Experience Specialists (GES), who have been designated the Official Contractor. Individual exhibitors may retain the services of GES at their own expense. Exhibitors desiring to use display contractors other than the Official Contractor must obtain advance approval from AUSA. A written request must be presented by the exhibitor to AUSA at least 30 days in advance of the first day of move-in, and must include the name and address of the contractor, the name of the on-site supervisor, a certificate of insurance for the contractor,

and a statement signed by the contractor that they will comply with AUSA's rules and regulations and cooperate with the official contractor.

- 3) Display firms engaged by exhibitors must comply fully with all rules and regulations listed by AUSA. Labor utilized by outside contractors must be drawn through GES and or through the business agent of the appropriate union. It is the responsibility of the exhibitor to ensure compliance.
- 4) AUSA reserves the right to relocate booths when advisable for the general good of the event.
- 5) This contract constitutes the official agreement for space at the 2011 Annual Meeting and supersedes any and all oral or written commitments.

UNION JURISDICTIONS

To assist you in planning for your participation in the Annual Meeting, we are certain you will appreciate knowing in advance that union labor will be required for certain aspects of your exhibit handling. To help you understand the jurisdiction the various unions have in the Washington, DC area, we ask that you read the following:
Carpenter—Members of this union claim jurisdiction over all set up and dismantling of exhibits and laying of carpet. This does not apply to the unpacking and placement of your merchandise by your full-time employees provided no mechanical equipment or tools are required for uncrating or movement of equipment or merchandise. Merchandise includes items produced by your firm for sale which is to be used as a part of the display in your booth, or literature describing same. GES will have qualified union members available to assist you in setting up and dismantling your exhibit and equipment. Please see Labor Order forms for the rates that will be charged for this service.

Teamster—This union claims jurisdiction on the operation of all material-handling equipment, all unloading and reloading of exhibit materials and equipment, and handling of empty containers. Please see Shipping Instructions and Material Handling Rates Form for the rates which will be charged for this service. An exhibitor may carry in, move, or carry out materials that may be carried by one person, without the use of dollies, hand trucks or other mechanical equipment. We must point out that the unloading and loading of truck shipments will take priority over hand-carried items. We will do our best to accommodate you in a reasonable time frame.

Tipping—Our Work Rules prohibit the SOLICITATION of tips by any of our employees. Our employees are paid excellent hourly wages denoting a professional status and we feel that tipping is not necessary. Should you be SOLICITED for a tip, please report the incident to GES as soon as possible.

NO-SALE CLAUSE

To ensure the Annual Meeting is conducted in a manner consistent with the educational mission of the Association, exhibitor will not make sales, or solicit, or accept orders for any product or service, in the exhibit halls or within other facilities of the Annual Meeting. Exhibitors may only distribute printed materials, promotional items, literature and publications from the exhibitor's booth. No such items may be distributed in Association offices, eating places and/or other common areas of the Annual Meeting. The Association reserves the right to remove and discard materials distributed during the Annual Meeting other than pursuant to the above.

FIRE REGULATIONS

Federal and Local Fire Laws must be strictly observed. All wiring must comply with fire department and underwriters' rules. Aisles and fire exits cannot be blocked by exhibits. No decoration of paper, pine boughs, leafy decorations or tree branches are allowed. All muslin, velvet, or any other cloth decoration must stand a flame proof test as prescribed by the fire ordinance of the District of Columbia.

AUSA SECURITY MEASURES

The Association of the United States Army will provide watchmen to patrol the Exhibit areas during the hours when the exhibits are closed, Saturday through Thursday morning. However, exhibitors are responsible for 24-hour security of weapons and equipment in booth space. Additional security may be arranged for with a security agency, if exhibitor deems it necessary. Exhibitor will inform AUSA of any such additional security measures.

CANCELLATION OF SHOW

The performance of this agreement is subject to any circumstance making it illegal or impossible to hold the exhibit, including Acts of God, war, government regulations, disaster, strikes, civil disorder, or curtailment of transportation facilities. The Agreement may be terminated only for any one of the above reasons by written notice from the Association of the United States Army to the exhibitor. If AUSA must terminate this contract or exhibition (or any part thereof) due to the above mentioned circumstances, AUSA has the sole right to retain such part of the Exhibitor's rental fee as shall be required to recompense AUSA for expenses incurred up to the time such contingency occurred.

THE POPCORN LAW – POPCORN MAY NOT BE DISTRIBUTED ON THE SHOW FLOOR AT THE AUSA ANNUAL MEETING.

ALL THE PROFESSIONALS WILL BE THERE . . . PLAN NOW TO JOIN THEM