



ASSOCIATION OF THE UNITED STATES ARMY'S  
**USA SECURITY AND DEFENSE PAVILION**



**IDEX 2019 EXHIBIT SPACE APPLICATION AND CONTRACT**

Association of the United States Army – 2425 Wilson Blvd, Arlington, VA 22201  
 Email completed applications to: [mcerami@ausa.org](mailto:mcerami@ausa.org). For questions, contact:

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**Company:** \_\_\_\_\_ **Application Date:** \_\_\_\_\_

**Address:** \_\_\_\_\_ **Website:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_ **Country:** \_\_\_\_\_

**Point of Contact:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Office Phone:** \_\_\_\_\_ **Mobile:** \_\_\_\_\_ **E-Mail:** \_\_\_\_\_

**Invoice Contact:** \_\_\_\_\_ **Office Phone:** \_\_\_\_\_

**E-Mail:** \_\_\_\_\_

**On-Site Point of Contact:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Office Phone:** \_\_\_\_\_ **Mobile:** \_\_\_\_\_ **E-Mail:** \_\_\_\_\_

**Configuration:**      m      x      m =      **Exhibit Stand Type: (Pick One) RAW      or SHELL**

**Location Preference: ( Please indicate with stand number) 1.** \_\_\_\_\_ **2.** \_\_\_\_\_ **3.** \_\_\_\_\_

**Notes: (Products Displayed - required)**

Notes: (1) Signed contracts are binding and will be the only official means of reserving space. Informal requests, either written or oral, will not be honored. (2) Space is assigned on a first-come, first-served basis. Under no circumstances will the Exhibitor be permitted to occupy its exhibit space if full payment has not been received by 2/10/19. (3) 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. Acceptance is contingent on receipt of 10% non-refundable deposit. (4) By signing and submitting this contract, we have read the Rules and Regulations printed on pages 3 - 6 of this application and contract for exhibit space and agree to abide by these and any additional rules deemed necessary by the Association of the United States Army which are published after the contract is signed. (5) A 10% non-refundable deposit is due with the application/contract and the remaining 90% payment is invoiced/required to be paid within 30 days of the invoice.

**Signature of Exhibit Manager:** \_\_\_\_\_

*By signing this contract, I certify that I have read and understand the Terms and Conditions regarding participation in the USA Security and Defense Pavilion.*

*\*\*A 10% Deposit is due with the Signed Contract – please complete the Credit Card info on Page 2\*\**

**This application becomes a binding contract after it is signed by AUSA.**

**FOR AUSA OFFICIAL USE ONLY**

**AUSA Officer:** \_\_\_\_\_ **Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Stand(s) assigned:** \_\_\_\_\_ **Total m<sup>2</sup>:** \_\_\_\_\_ **Stand Type:** \_\_\_\_\_

\_\_\_\_\_ **Total Cost: \$** \_\_\_\_\_

## Indoor Exhibit Space and Fees

1	<b><u>Raw Space Standard (REQUIREMENT)</u></b>	<b>\$1135 per m<sup>2</sup></b>	x  m <sup>2</sup>	\$
2	<b><u>Corner(s)</u></b>	<b>\$265 per corner</b>	x	\$
3	<b><u>Basic Shell Scheme Option</u></b> includes carpet, meter walls supporting exhibit configuration, two - three lit spotlights per 9 sqm, one connected electrical outlet, fascia sign with company name and stand number	<b>\$165 per m<sup>2</sup></b>	x  m <sup>2</sup>	\$
4	<b><u>Co-Exhibitor Fee</u></b>	<b>\$1,000 per company</b>	x  # of companies	\$
5	<b><u>Grand Total</u></b>	<b>Add lines 1-4</b>		\$

**CO-EXHIBITING COMPANIES** *(for more than 2 co-shares – use multiple pages and/or contact Michael Cerami)*

CO-EXHIBITOR COMPANY:	WEBSITE:
ADDRESS:	
CITY:	STATE:
	ZIP:
MAIN POINT OF CONTACT:	ONSITE POINT OF CONTACT:
TITLE:	ONSITE POC TITLE:
MAIN POC EMAIL:	ONSITE POC EMAIL:
MAIN POC PHONE:	ONSITE MOBILE PHONE:
CO-EXHIBITOR COMPANY:	WEBSITE:
ADDRESS:	
CITY:	STATE:
	ZIP:
MAIN POINT OF CONTACT:	ONSITE POINT OF CONTACT:
TITLE:	ONSITE POC TITLE:
MAIN POC EMAIL:	ONSITE POC EMAIL:
MAIN POC PHONE:	ONSITE MOBILE PHONE:

**PAYMENT INFORMATION:**

**CHECKS – make payable to AUSA and mail to:** 2425 Wilson Blvd., Arlington, VA 22201 / Attn: Elvy Roget

**CREDIT CARD –** Please remit credit card payments via e-mail to [eroget@ausa.org](mailto:eroget@ausa.org).

We accept American Express, MasterCard, and Visa.

**WIRE TRANSFER –** Please include the following information:

SunTrust Bank  
25 Park Place, Atlanta, GA 30303  
Account Number – 1000005344592  
Routing Number for Domestic Wires – 061000104 Swift Number for International Wires – SNTRUS3A

Cardholder Name:	Amount to be charged:
Card Number:	Expiration Date:
CVV:	Billing Zip Code:
Signature:	Date:

## USA SECURITY AND DEFENSE PAVILION EXHIBITION RULES AND REGULATIONS

- 1. MANAGEMENT.** Where the words “Pavilion Manager” and/or “Show Management” are used herein, they shall mean AUSA or its designees or the owners of the Exhibition or their designees acting for either one in the management of the Exhibition.
- 2. ELIGIBLE EXHIBITS.** Exhibits will be limited to those companies or other entities offering materials, products or services of specific interest to attendees. Show Management reserves the right to determine the eligibility for any product or service to be displayed. No exhibits or advertising can extend beyond the exhibit space or above the back aisles allowed to the Exhibitor. Exhibits will, unless the Organiser agrees otherwise, be limited to materials, products, or services of specific interest to registrants of the Exhibition. The Organiser reserves the right to determine the eligibility of any material, product or service for display. Exhibition manufacturers, representatives and/or distributors must list their participating principals as the Exhibitors of record. The Organiser reserves the right to limit the number of principals that can be represented by the Exhibitor in a single booth
- 3. LIMITATION OF LIABILITY** Exhibitor agrees to indemnify and hold harmless the Show Management, the Sponsor, and the Owner, Exhibition Hall facility, and Municipality in which this Exhibition is held, and their Officers, Agents and Employees, against all claims, losses, suits, damages, judgments, expenses, costs, and charges of all kinds resulting from its occupancy of the space herein contracted by reason of personal injuries, death, property damage, or any other cause of action by any person. Show Management shall not be responsible for loss or damage to displays or goods belonging to Exhibitors, whether resulting from fire, storms, air conditioning or heating failures, theft, bomb threats, or other causes. All exhibit materials are brought to the Exhibition and displayed at Exhibitor’s own risk. Show Management may provide the services of a reputable protection agency during the period of installation, show, and dismantling. Exhibitor agrees that this constitutes adequate discharge of all obligations of Show Management to supervise and protect Exhibitor’s property within the Exhibition. Exhibitors may provide additional guards at their own cost and expense only with prior approval of Show Management. Exhibitor agrees to indemnify Show Management and hold it harmless for any claims and for all damages, costs, and expenses, including, but not limited to, attorney’s fees, amounts paid in settlement incurred in connection with such claims arising out of the acts or negligence of Exhibitors, their employees, or agents.
- 4. DEFAULT IN OCCUPANCY** Exhibit space must be fully set up and ready by the end of buildup period. Pavilion Management reserves the right to reassign any un-set exhibit space if the stand is not set by the end of the buildup period. Any exhibitor failing to occupy space is not relieved of the obligation to pay full rental price for stand space.
- 5. DAMAGE TO PROPERTY.** Exhibitor is liable for any damage caused to building, floors, walls, columns, standard Stand equipment, other exhibitor’s displays or property, or other fixtures. Exhibitor may not apply paint, lacquer, adhesives, or other coatings to building columns, walls, floors, fixtures, or standard Stand equipment.
- 6. SPECIAL SERVICES.** Electricity, gas, water, and other utilities, as well as other special services needed by Exhibitors are provided only when the Exhibitor orders and pays for them specifically from the persons or contractors authorized by Show Management to supply such services in conformity with all applicable municipal, insurance and other regulations.
- 7. STAND REPRESENTATIVES.** Stand representatives should be limited to exhibitor’s employees and their authorized representatives, and shall wear badge identification furnished by Show Management at all times. Show Management may limit the number of stand representatives at any time. All stands must be staffed by exhibitor’s stand representatives during all show hours.
- 8. ELECTRICAL SAFETY.** All wiring on displays or fixtures must conform to applicable standards established by local regulatory agencies, including standard local fire ordinances. All display wiring must display seals and/or other indications of approval by local authorities as may be required by the Exhibition facility.
- 9. SAFETY AND FIRE LAWS.** The Exhibitor must strictly observe all applicable fire and safety laws and regulations. Wiring must comply with local fire department and the Underwriters rules. Smoking is prohibited in the USA Pavilion. Aisles and the fire exits must remain clear at all times. Show Management may restrict crowds. No storage behind exhibits is provided or approved.
- 10. DECORATION.** Management shall have full discretion and authority in the placing, appearance, and arrangement of all items displayed by Exhibitor, and may require replacement, rearrangement, or other modification of any item in the Stand, and no liability shall attach to Show Management for cost of same. An Exhibitor building a special or custom display must ensure all surfaces are finished so as not to be unsightly to other Exhibitors. Show Management, at its discretion, may order the official decorator/contractor to affect necessary repairs and/or finishes, and Exhibitors must pay all charges involved. If display construction does not begin on time, in Show Management’s judgment, Show Management may begin construction or installation at Exhibitor’s expense. All exhibits must be ready as scheduled in the Exhibitor’s Manual. No construction, movement, or fabrication may take place after the Exhibition is opened. Any Stand or exhibit not in conformity with the regulations expressed in the Exhibitor’s Manual must be altered to conform to those regulations at the Exhibitor’s expense.

## USA SECURITY AND DEFENSE PAVILION EXHIBITION RULES AND REGULATIONS (cont.)

- 11. EXHIBITS AND APPLICANCE.** Commonsense governs the kind of exhibits permitted at the Exhibition. Attractive and informative exhibits are encouraged. Exhibit dimensions shall conform to the specific dimensions and restrictions specified in the Exhibitor Manual to be supplied by the Organiser and additional documents supplied by the Organiser from time to time. In no event, however, shall any exhibit interfere with any neighboring exhibit. If the Organiser is of the view that there is such interference the Exhibitor shall remove or relocate such an exhibit. The Exhibitor shall not display at the exhibition any products not described in this application. Equipment, services, documentation and all other forms of visual promotion and display, exhibited or proposed and the import and export of all such equipment must comply with all applicable laws, rules and regulations (including without limitation those issued by the UN, the UAE and the UK). The Exhibitors must make arrangements for its exhibits to be kept presentable, clean and free from accumulated rubbish to the satisfaction of the Organiser. All material for disposal as waste must be deposited in the areas designated by the Organiser
- 12. ADVERTISING MATERIAL.** - The Exhibitor may distribute, only within the confines of its stand, hand bills or other printed advertising matter with respect to its exhibit. The Organiser reserves the right to prohibit the distribution of any advertising material for any reason what so ever.
- 13. INSURANCE.**
- i. The Organiser shall insure the Exhibition Hall, and any other adjoining constructions against fire risk, and shall insure third party (visitors to the Exhibition) against accidents that may occur during the hours that the Exhibition is officially open to visitors.
  - ii. The Exhibitor is solely responsible for damage which may occur to his exhibits, equipment, decorations, his stock or his stand or any other of his possessions due to fire, theft, deterioration, loss or damage, by water or damage suffered during any fire-fighting operations.
  - iii. The Exhibitor is responsible for all accidents that may occur to staff (including the Organiser's personnel), technicians, employees or exhibitors on duty on his own or neighboring stands, together with any visitors on his stand or neighboring stands, due to the use by him or anyone else delegated by him of machines, motors or other appliances or electric power.
  - iv. The Exhibitor is responsible for all other damages, injuries or accidents other than those already mentioned or those that he himself may foresee, and any other damage which may result from his participation in the Exhibition, whether directly through his own fault or through the fault of a third party under the Exhibitor's instructions, and effecting the possessions, furniture or building belonging to either, the Organiser or to another party.
  - v. The Organiser disclaims all responsibilities for risks as mentioned in the paragraphs above and the Exhibitor shall not be entitled to make a claim, whatever the factors causing such risks.
  - vi. Exhibitors will have to obtain third party liability insurance from a local insurance company of good standing. This compulsory insurance will have to cover accidents suffered possibly by third parties in the buildings or on the grounds of the exhibition premises and that involves the liability of the Exhibitor or any of the employees.
  - vii. Exhibitors will have to take out with an insurance company of good standing, an 'all risks' insurance policy covering the stand equipment and the articles exhibited by them if this equipment or these articles are their property or not.
  - viii. Each Exhibitor is reminded that he is responsible for effecting insurance cover for expenses incurred due to abandonment or postponement of the Exhibition for any reason.
- 14. SOUND LEVEL.** Any device producing sound must be operated so as not to disturb other Exhibitors. Show Management reserves the right to determine acceptable sound levels.
- 15. LOTTERIES/CONTESTS.** The operation of games of chance, lottery devices, or simulated or actual pursuit of any recreational pastime is permitted only in compliance with local laws and with written approval of Show Management.
- 16. PERSONNEL AND ATTIRE.** Show Management reserves the right to determine whether the character and/or attire of Stand representatives are acceptable and in keeping with the best interests of the Exhibition.
- 17. PROHIBITED EXHIBITS.** Unless approved in writing by the Organizer, strictly no live military equipment, including but not limited to such items as munitions, aircraft armament, small arms ammunition and explosives, weapon systems tactical missiles, rockets, etc., shall be brought onto the Exhibition premises. Other kinds of exhibits may be prohibited by the Organizer. The details of such prohibited exhibits are contained in the Exhibitor Manual. The Exhibitor is solely responsible for ensuring that all governmental and other regulatory approval required for the exhibits and its participation in the Exhibition shall have been obtained prior to the date of the Exhibition. No alcoholic drinks, smoking, illegal drugs or pornographic material may be used, sold or displayed

## USA SECURITY AND DEFENSE PAVILION EXHIBITION RULES AND REGULATIONS (cont.)

- 18. EXHIBITOR CONDUCT.** Retail sales are absolutely prohibited during the course of the Exhibition. Distribution of samples, souvenirs, publications, etc. or other promotional activities may only take place within Exhibitor's Stand. Distribution of any articles, publications, etc., in the aisles is strictly prohibited. All Exhibitors shall conduct and operate their exhibit so as not to annoy, endanger, or interfere with the rights of other exhibitors or visitors. Show Management may prohibit any activity, which, in the judgment of Show Management, interferes with the rights of others, or exposes them to danger, or annoyance, whether complained about or not.
- 19. OBSTRUCTION OF AISLES OR STANDS.** Any demonstration or activity that results in obstruction of aisles or prevents access to another display shall be suspended for any period of time as determined by Show Management.
- 20. ADMISSION.** Exhibits will be open to all exhibition registrants. The Organizer reserves the right to refuse admission to any person, including children of exhibitors and visitors, in the interest of the exhibition or the safety and welfare of exhibitors and visitors.
- 21. EMPLOYMENT EXHIBITS.** Exhibits for the purpose of soliciting prospective employees and employee recruitment activity of any kind are prohibited.
- 22. TERMINATION OF EXHIBITION.** In the event that the premises in which the Exhibition is held shall become unfit for occupancy, in the sole judgment of Show Management, or in the event the operation of the Exhibition or performance of Show Management is in any way interfered with by any cause or causes not reasonably within the control of Show Management, this contract and/or the Exhibition may be terminated in whole or in part by Show Management. Show Management shall not be responsible for delays, damage, increased costs, loss, or other unfavorable conditions arising by virtue of cause or causes not within the control of Show Management. If Show Management terminates said contract or Exhibition (or any part thereof), Show Management may retain such part of Exhibitor's rental fee as shall be required to compensate it for expenses incurred up to the time such contingency is applied. There shall be no further liability on the part of either party. For purposes hereof, the phrase "cause or causes not reasonably within the control of Show Management" shall include, but shall not be limited to: fire, casualty, flood, epidemic, earthquake, explosion, accident, blockade, war, embargo, inclement weather, governmental restraint, restraint or orders of civil defense or military authorities, acts of public enemy, riots or civil disturbance, strike, lockout, boycott, or other labor disturbance, inability to secure sufficient labor, technical or other personnel failure, impairment or lack of adequate transportation facilities, inability to obtain, condemnation of, requisition or commandeering of necessary supplies and equipment, local, state, federal laws, ordinances, rules, orders, decrees, regulations, whether legislative, executive, or judicial, whether constitutional or unconstitutional, legal or illegal or Acts of God.
- 23. RESOLUTION OF DISPUTES.** In the event of a dispute between an Exhibitor and the official contractor, between an Exhibitor and a labor union, or between different Exhibitors, all interpretation of the rules governing the Exhibition, actions, or decisions concerning this dispute made by Show Management intended to resolve the dispute shall be binding on the Exhibitor.
- 24. RECEIPT OF GOODS AND EXHIBITS.** All arriving goods and exhibits must be received at designated receiving areas. All incoming materials must be clearly marked and all charges prepaid.
- 25. CARE AND REMOVAL OF EXHIBITS.** Show Management will maintain cleanliness of all aisles. Exhibitor must, at their own expense, keep exhibits clean and in good order. All exhibits must remain fully intact until the Exhibition is officially closed. Exhibits must be removed by the time specified in the Exhibitor's Manual. Show Management reserves the right to tear down or ship, at Exhibitor's expense, any exhibits or displays not removed in a timely manner, using contractors of Show Management choice. Disposition of any such exhibits shall be at the discretion of Show Management, without any liability to Show Management.
- 26. PHOTOGRAPHY.** Photographic rights for the Exhibition are reserved by Show Management. An official photographer may be made available at reasonable cost to the Exhibitors. Exhibitors may apply for permission to make their own photographic arrangements, and Show Management shall not unreasonably withhold such permission.
- 27. LOSSES.** Show Management shall bear no responsibility for damage to Exhibitor. Exhibitor is solely responsible for adequately packing displays and exhibits. Exhibitor is liable for space costs even if goods fail to arrive on time. Exhibitor is hereby advised to adequately prepare for these risks, including the use of insurance.
- 28. AMENDMENT TO RULES.** Any matters not specifically covered by the preceding rules shall be subject solely to the decision of Show Management, who shall have full power and authority in matters of interpretations, amendments, enforcement, and/or application. When brought to Exhibitor's attention, such decisions shall become part of this contract, and subject to all terms and conditions herein.

## USA SECURITY AND DEFENSE PAVILION EXHIBITION RULES AND REGULATIONS (cont.)

- 29. DEFAULT.** If Exhibitor defaults in any of their obligations under this contract, or violates any of the covenants of this contract, including without limitations any rule or regulation of this contract, Exhibitor's Manual or other regulations, Show Management may without notice, terminate this contract and retain all monies received on account as liquidated damages. Show Management may then direct Exhibitor to remove forthwith all its employees, agents, representatives display materials and other property from the Exhibition hall.
- 30. AGREEMENT TO THE RULE.** Exhibitor themselves, all employees, agents, representatives agree to abide by the foregoing rules and any amendments put in effect by Show Management.
- 31. ASSIGNMENT OF SPACE.** Exhibit space will be allocated by Show Management. Show Management reserves the right to relocate stands when in the best interest of the show. The Exhibitor will be notified in writing of any such relocation.
- 32. PAYMENT FOR SPACE.** Payment for contracts received before 1 August 2018 will require a 10% non-refundable deposit is due with the contract and the net due within 30 days of invoice. If either the deposit or net is not received per the aforementioned terms, space could be released back into inventory. Contracts received on or after 1 August 2018 will require 100% payment due upon receipt of the invoice before an exhibitor is officially placed on the show floor. Space allocation might not occur without the deposit/payment. If the exhibitors does not make full payment when due under the terms of this contract, Show Management may terminate this contract and the exhibitor shall be responsible for payment on all amounts which would have been due under the terms of this contract.
- 33. CANCELLATION AND REFUND POLICY.** *Cancellation of all or part of the exhibit space must be in writing to Show Management.* Exhibitors cancelling on or before 1 August 2018 forfeit only the 10% non-refundable deposit. Exhibitors cancelling after 1 August 2018 forfeit 100% of the total rental. A 90% refund is discretionary for all cancelled space.
- 34. EXHIBIT SPACE RESTRICTIONS.** Island displays must be a minimum of 100 square meters and/or subject to AUSA approval prior to submission of contract