Exhibit Application, Sponsorships and Advertising Opportunities

ORGANIZATION NAME (as it should appear in program)

CONTACT PERSON’S NAME/TITLE

MAILING ADDRESS

CITY                              STATE  ZIP

PHONE                              FAX  EMAIL

Exhibit Booth(s) June 26-27, 2020 - Baltimore, MD

6/26: 4:30pm-7:30pm; 6/27: 8am-9am, 10:30am-1:30pm

By 4/1/20  After 4/1/20

Inline booth _____ 1st choice _____ 2nd choice _____ 3rd choice $1,325 $1,425
Corner booth _____ 1st choice _____ 2nd choice _____ 3rd choice $1,425 $1,515
Inline booth(s): Nonprofit/government/university rate (AAFCS to select booth space) $1,125 $1,180

Rules and Regulations: Exhibitors agree to abide by the Rules and Regulations, included on pages 2-5. A copy will be posted at www.aafcs.org/ac2020/exhibit/partner.

Learning Lab/Tote Bag Insert/Sponsorship

<table>
<thead>
<tr>
<th>Item</th>
<th>Price (Before April 1/After April 1)</th>
<th>Selection (Number/Type)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning Lab</td>
<td>$650/$750</td>
<td></td>
</tr>
<tr>
<td>Tote Bag Insert</td>
<td>$650/$750</td>
<td></td>
</tr>
<tr>
<td>Sponsorship</td>
<td>Determined based on sponsorship package</td>
<td></td>
</tr>
</tbody>
</table>

Advertising (Exhibitors take 10% off all advertising rates!)

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Program Book Ad</td>
<td>$500 and up</td>
<td>Type of Ad (full page/cover)</td>
</tr>
<tr>
<td>Conference App Ad</td>
<td>$250 and up</td>
<td>Type of Ad (banner/landing page)</td>
</tr>
<tr>
<td>Journal of Family &amp; Consumer Sciences Ad</td>
<td>See rates at <a href="http://www.aafcs.org/advertise/advertise">www.aafcs.org/advertise/advertise</a></td>
<td>Type of Ad:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Issue(s):</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Rate:</td>
</tr>
<tr>
<td>Journal of Family &amp; Consumer Sciences Insert</td>
<td>$2,590</td>
<td>Issue(s):</td>
</tr>
<tr>
<td>Promotional Blast Email</td>
<td>$990 per email</td>
<td>Email(s):</td>
</tr>
<tr>
<td>Website Banner Ad</td>
<td>$990 per month</td>
<td>Month(s):</td>
</tr>
</tbody>
</table>

Payment

Once this form has been received, an invoice will be created by AAFCS and sent by email within two business days. It may be paid by check or credit card.

Sub-Total

Exhibit Booth(s)
Learning Lab/Tote Insert/Sponsorship
Advertising
Less 15% Agency discount (if applicable)
Pricing will be finalized by email

TOTAL

Email (preferred) to: dbass@aafcs.org
Mail form to: Debra Bass, AAFCS
400 N. Columbus St.
Alexandria, VA 22314
1. APPLICATION FOR SPACE: This application for space and formal notice of assignment by the American Association of Family & Consumer Sciences, hereinafter referred to as “AAFCS,” and the full payment of booth charges, constitute application for the right to use the space.

2. PAYMENTS FOR SPACE: Full payment must be made by June 1, 2020 payable to AAFCS. Full payment for space booked after June 1 is due upon receipt of application.

3. CANCELLATION OF SPACE: Cancellation notification must be submitted in writing to AAFCS. If notification is received or postmarked on or before June 1, 2020, the deposit, less an administrative fee of 20% of deposit, will be refunded. Cancellations after June 1, 2020 will not be refunded.

4. CANCELLATION OF EXPOSITION: If the Exposition is not held for any reason beyond the control of AAFCS, AAFCS will return the booth payment on a prorated basis after all related Exposition expenses incurred to that date have been met, thereby canceling the booth charge and lease of space. The Exhibitor agrees that this releases the Exhibitor from the application and AAFCS from any liability.

5. FORFEITURE OF SPACE: If an Exhibitor does not follow the rules and regulations established by AAFCS, the Exhibitor forfeits the space and fee paid, regardless of whether the exhibit space is subsequently leased.

6. INSTALLATION, SHOW HOURS, AND DISMANTLING:

   Installation:
   Thursday, June 25th, 2pm-5pm
   Friday, June 26th, 8am-4pm

   Show Hours:
   Friday, June 26th, 4:30pm-7:30pm (Blast of Blue Welcome Reception and Expo)
   Saturday, June 27th, 8am-9am (Sip and See); 10:30am-1:30pm

   Dismantle:
   Saturday, June 27th, 1:30pm-3:30pm
7. REASSIGNMENT OF SPACE: Exhibit space not occupied one hour prior to the Opening of the exhibit hall on the opening day of the Exposition may be reassigned by AAFCS to another Exhibitor without refund of the booth fee.

8. USE OF SPACE: All measurements shown on the floor plan of the Exhibitors Prospectus are not warranted but are as accurate as possible. AAFCS reserves the right to modify these plans, as necessary, to meet the needs of Exhibitors and the Exposition. Exhibitors shall not assign, sublet, or share space without the knowledge and prior written consent of AAFCS. Exhibitors may display only the goods they manufacture or deal in during their regular course of business. AAFCS reserves the right to restrict or evict exhibits, which because of noise, method of operation, materials, or any other reason, are objectionable, and also to prohibit or evict any exhibit which in the opinion of AAFCS may detract from the general character of the exhibits as a whole. This reservation includes persons, things, conduct, printed matter, or anything of a character that AAFCS determines is objectionable to the exhibit or that interferes with the activities of neighboring Exhibitors. In the event of such restriction or eviction, AAFCS is not liable for any refunds or rentals or other exhibit expense. Exhibitors must provide ample space within the confines of their booths for the collection of refuse. Wastebaskets or other containers must not be placed in the aisles. Please submit for approval all plans for island space and for any special or unusual exhibit to AAFCS. To ensure that your exhibit is approved, bear in mind the overall appearance of the Exposition and the rights of neighboring Exhibitors.

9. CIRCULARIZATION AND SOLICITATION: Distribution of circular or promotional material may be made only within the booth assigned to the Exhibitor presenting such material. No firm or organization not assigned space in the Exposition will be permitted to solicit business within the exhibit area.

10. PROMOTION: The Exhibitor is responsible for following national, state and local regulations on any merchandising, advertising, or promotional schemes that involve attracting visitors to the Exhibitor’s location by an inducement that might be construed as a lottery. The focus of the Exposition is marketing, education, and public relations. Exhibitors may take orders and collect payments for products purchased during the Exposition and must abide by national, state, and local regulations regarding sales.

11. DISTRIBUTION OF FOOD AND/OR BEVERAGES: The “sample” distribution of food and beverages may be carried out by any exhibiting company. However, all companies must advise AAFCS if they will be distributing food and/or beverages from their booth and a description of those items to be distributed must be provided in writing. All food and beverage distribution must be contained within the contracted exhibit space, must be served in non-breakable containers. The Exhibitor agrees to
 indemnify and to hold AAFCS and the Hyatt Regency Baltimore harmless on account of any claims that might be made against the Association and Facility in any way connected with the distribution of food and/or beverages.

12. DRAWINGS AND DISTRIBUTION OF GIFTS: All drawings must be held within the confines of the exhibit booth (unless participating in AAFCS drawings). All prizes must be on display at the Exhibitor’s booth during the Exposition. In the event that display of prize is not practical because of its size or where other complications make display of the actual prize impossible, the Exhibitor must display a photo and complete details as to the prize size and other essential information. All state regulations regarding drawings must be followed.

13. BOOTH CONSTRUCTION: The exterior of any display cabinet or structure facing an adjacent Exhibitor’s booth must be finished or suitably decorated at the expense of the Exhibitor erecting or installing such a display and must not include corporate or product identity that would detract from the adjacent display. Nothing may be suspended from the ceiling and helium gas is not allowed. No exhibits will be permitted that interfere with the use of other exhibits, impede access to them or the free use of the aisle. Booth activities that cause people to congregate in the aisles are prohibited. Apart from the specific display space for which an Exhibitor has contracted with AAFCS, no part of the exhibit hall or its grounds may be used by any organization other than AAFCS for display purposes of any kind or nature. All booth personnel must be appropriately attired to maintain the professional and businesslike atmosphere of the Conference. No exhibit or other construction shall exceed 8ft. in background height including company name or other advertising.

14. STORING CRATES AND PACKING BOXES: Exhibitors will not be permitted to store cartons, boxes, or crates in or behind booths during the exhibit period. Empty boxes, properly marked for identification, will be accepted for storing in a designated location at the owner’s risk, and returned to the booth at the close of the Exposition. In the event there is not available storage, Brede may have storage facilities during the show hours for a fee.

15. FIRE PREVENTION: Fire Laws and Regulations require that all booth decorations be flameproof and that all the hangings clear the floor. Electrical wiring must conform to National Electrical Code Safety Rules. If inspection indicates that an Exhibitor neglected to comply with these regulations or otherwise incurred fire hazards, AAFCS reserves the right to cancel all or such part of the exhibit without refund as may be irregular. All installations are subject to approval to ensure compliance with all local fire regulations.
16. REPAIR OR DAMAGES: The cost of repairing any damage caused by the Exhibitor, its employees, representatives or agents to the property of others and the Hyatt Regency Baltimore shall be the responsibility of the Exhibitor. Nothing will be posted on, packed, nailed, screwed, or otherwise attached to the columns, walls, floors, ceiling, furniture or property of others or of the Facility.

17. SPECIAL VISUAL AND SOUND EFFECTS: Musical instruments, radios, projection machines, record players, VCRs, televisions, or any noise-creating devices or amplifying systems are to be operated only at a level which will not interfere with other Exhibitors or add unduly to general acoustic inconvenience. Their operation must conform to AAFCS requirements. The use of flaring/strobe lights, fog or smoke effects, or objectionable lighting effects is prohibited. All audiovisual and sound devices must be relevant to the Exhibitor’s products. If music will be played in the booth, Exhibitors are responsible for compliance with BMI/ASCAP regulations. AAFCS has an ASCAP license that will cover booth music; if you intend to use BMI-licensed songs you must purchase a license from them.

18. LOSS, DAMAGE AND INJURY: AAFCS is not responsible for any injury, loss or damage that may occur to the Exhibitor’s employees or property from any cause whatsoever. AAFCS is not liable for any injury, loss or damage which may be sustained by any person who may be on the premises leased or rented to the Exhibitor, or watching, observing, or participating in any demonstration or exhibit of Exhibitors. If AAFCS should be held liable for Exhibitor’s action or failure to act in any matter whatsoever, the Exhibitor shall reimburse AAFCS for all expenses incurred, including legal fees, and hold AAFCS harmless from any resulting liability. Hyatt Regency Baltimore is not responsible for any injury, loss, or damage that may occur to the Exhibitor, the Exhibitor agents, employees, or property or to any other person or property prior, during, or subsequent to the period covered by the exhibit application, provided said injury, loss or damage not caused by the willful negligence of an employee of the Facility. Each Exhibitor hereby expressly releases the Facility from such liabilities and agrees to indemnify the Facility against any and all claims for such injury, loss or damage. All material and equipment furnished to Exhibitor by the Hyatt Regency Baltimore will remain the Facility’s property and will be removed by the Facility at the close of the show.

19. LIABILITY AND INSURANCE: Exhibitors must provide for the safeguarding of their own goods, materials, equipment, and display at all times. AAFCS will furnish a security guard but is not responsible for the loss of any material, whatever the cause. Exhibitors must leave their space the way they find it. All property destroyed or damaged by the Exhibitor must be replaced in its original condition or at the Exhibitor’s expense. In addition, the Exhibitor shall defend, indemnify, and hold AAFCS harmless from any and all liability and expense that may arise from the Exhibitor’s participation in the AAFCS Annual Conference & Expo activities. AAFCS will not be liable for injuries to any person or for the loss of or
damage to property owned or controlled by the Exhibitor, or for claims, damages, or injuries which may be incident to, arise from, or be in any way connected with the Exhibitor’s occupation of display space, and the Exhibitor shall defend, indemnify, and hold AAFCS, Brede Exposition Services harmless against any and all such claims. The Exhibitor is charged with knowledge of all local laws, ordinances, and regulations pertaining to health, fire prevention, and public safety while participating in the Exposition. AAFCS advises all Exhibitors to insure themselves at their own expense against property loss or damage and against liability for bodily injury. Children under 16 years of age must be accompanied by an adult.

20. COMPLIANCE WITH LAW: Exhibitor shall not engage in any display, publication, performance, or other activity that is in conflict with any federal, state, or local law, regulation, rule or ordinance. Firearms may not be used as part of an exhibit or as a promotional enhancement. Exhibitor will not display or bring into the exhibit any animal, bird, fish, or other nonhuman creature without the written permission of AAFCS.

21. INTERPRETATION AND AMENDMENT: AAFCS shall have full power to interpret or amend these rules. Exhibitor agrees to abide by any rules or regulations that may hereafter be adopted by AAFCS, which shall be as much a part hereof as though fully incorporated herein.

22. UNION INFORMATION AND TIPPING POLICY: Union Labor may be required for specific aspects of your exhibit handling. Refer to the Brede Exposition Services Information Kit for complete details.

THESE RULES AND REGULATIONS become a part of the application between the Exhibitor and the AAFCS. They have been formulated in the best interests of the Exhibitors and AAFCS. AAFCS respectfully asks the full cooperation of the Exhibitors in their observance. All points not covered are subject to the decision of AAFCS. Any additional materials including but not limited to the Prospectus and the Exhibitor Service Manual regarding the Exposition, are part and parcel of this application.

For more information, contact Debra Bass, 703-706-4610 or 202-409-7974 (onsite). dbass@aafcs.org