Association Forum’s Holiday Showcase is the Midwest’s No. 1 event for connecting industry suppliers, face-to-face, with more than 1,200 qualified buyers in just 1 day!

Holiday Showcase is the perfect opportunity at the perfect time of year to connect face-to-face with key decision makers representing the Chicago area’s $10.3B association market.

**Member Booth Fee**
- In-line 10’ x 10’ ............................................................ $3,500
- Premium 10’ x 10’ ........................................................ $4,100

**Non-Member Booth Fee**
- In-line 10’ x 10’ ............................................................ $4,500
- Premium 10’ x 10’ ........................................................ $5,100

Included with your 10’ x 10’ Booth:
- One 8’ back wall and 3’ high sidewalls, booth identification sign (7” x 44”), hotel carpet, one 6’ skirted table, two (2) chairs, and wastebasket
- FOUR EXCLUSIVE “non-competing” exhibit hall hours
- Two conference registrations (includes admittance to education sessions, brunch, exhibit hall and opening & closing reception)
- Opportunity to add two additional exhibitor registrations to your booth, at $525 each; $625 on or after Sept. 1 (includes admittance to opening reception, general education sessions, brunch, exhibit hall and opening & closing reception)
- Booth and company listing on the Holiday Showcase website
- Company listing in the Nov/Dec issue of FORUM magazine, distributed to more than 3,500 Association Forum members (booths(s) reserved by Sept. 21)
- Listing in the official on-site program distributed to all Association Forum members and registered attendees (if booth reserved by Oct. 20)
- Post-event registration list

**BECOME AN EXHIBITOR**

**Membership**
To qualify for the member rate, you must be an active member of Association Forum. If you are interested in becoming a member, please contact membership@associationforum.org.

Visit holidayshowcase.org to view the complete rules and regulations, current online floorplan, and to reserve your booth space today.

www.holidayshowcase.org
#HS20  @AssocForum
The below listed rules and regulations are part of Association Forum’s Holiday Showcase application and contract for exhibit space. By signing the exhibit space contract, exhibitor agrees to abide by these rules and regulations.

ADMISSION
The Association Forum shall have sole control over all admission policies at all times. Association professionals, qualified meeting planners and qualified non-exhibiting companies/consultants may access the exhibit hall. Badges must be worn at all times. No exhibitors will be admitted to the expo floor without their exhibitor badge. Badges are not transferable. Exhibitors are asked to notify a security agent or show management of any suspicious behavior or unauthorized activity during the exhibition.

AMERICANS WITH DISABILITIES ACT
Exhibitor represents and warrants that its exhibit and product/service information shall comply with the Americans with Disabilities Act, its regulations and guidelines (collectively “ADA”). Exhibitor shall indemnify, defend and hold harmless the Association Forum, its directors, officers, employees, and agents, and each of them, from and against any and all claims and expenses, including attorney fees and costs, arising out of or related to exhibitor’s breach of this provision or noncompliance with any provision of the ADA.

BOOTH OCCUPANTS
No more than four (4) exhibitors are allowed for each 10’ x 10’ space. Any exhibiting company found with more than four (4) representatives in their exhibit-booth will be fined an amount equal to one (1) booth. No children under 18 or animals (except medical dogs) are permitted in the booths or on the show floor without show management approval.

BOOTH SUBLICATING
Show management policy prohibits subcontracting of exhibit space. Should an exhibitor decide to cancel, exhibit space reverts back to show management.

CANCELLATION POLICY
Any cancellations or reductions of space must be directed in writing to Association Forum. If exhibitor participation is cancelled, or space is reduced prior to Sept. 1, 2020, a 50% cancellation fee will apply. If participation is cancelled, or space is reduced on or after Sept. 1, 2020, the exhibitor will be responsible for the entire contracted exhibit fee. Show management assumes no responsibility for including the name of the canceled exhibitor or a description of their product in the show due to print schedule.

CHANGES IN FLOOR PLAN
The Association Forum reserves the right to relocate the event and the specific booth assignment(s) of any/all contracted exhibiting companies at their discretion.

COMPETING EVENTS
Exhibitors are prohibited from holding events that conflict with Association Forum sponsored events. Violation will result ineligibility to participate in future Holiday Showcase events.

COPYRIGHTS
Exhibitor acknowledges and agrees that it shall be solely responsible for obtaining any licenses, permits, etc. that may be required for it to broadcast, perform or display any copyrighted materials including, but not limited to, music, video and software. Exhibitor shall indemnify, defend and hold harmless the Association Forum, its directors, officers, employees, and agents, and each of them, from and against any and all claims and expenses, including attorney fees and costs, arising out of or related to exhibitor’s breach of this provision. The floor plan and layout of the Holiday Showcase exhibit floor is exclusive and proprietary to the Association Forum. An exhibitor may only make use of such layout for its own promotion and public relations. It may not offer such layout to any third party, including but not limited to any publication, newspaper or other organization.

DISPLAY RULES AND REGULATIONS
Holiday Showcase booth space is 10’ wide and 10’ deep. Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8 feet is allowed only in the rear half of the booth, with 3 feet height restriction imposed on all materials in the remaining space forward to the aisle.

Displays built for wider back walls cannot be squeezed or tilted to fit; such displays MAY NOT BE USED.

Aisles must be kept clear; exhibits should be arranged so that booth representatives will be inside of space assigned. No obstacles (such as arches, poles) are to be placed down center aisles of booth blocks per fire codes. Custom end-of-aisle draping is not allowed. The hanging of signs and banners is prohibited. All material used for decoration, e.g., paper, cardboard, cloth etc., shall be flame-retardant. No live cut trees or wreaths are allowed in the exhibit hall (approved artificial only). Safety and fire exits and equipment must be left accessible and in full view at all times. For detailed display rules and regulations and safety and fire regulations please refer to the Exhibitor Kit.

EXHIBIT BOOTH DECORATOR AND SHIPPING
If you require additional furnishings, electrical needs, telephone, floral arrangements, Internet connections and audiovisual needs, these items may be ordered on the forms provided in the exhibitor service kit that will be sent to each booth captain and posted on the official Holiday Showcase website.

FOOD AND BEVERAGE
No outside food or beverage may be brought into the hotel without written permission from the hotel. Fees may apply for any outside food and beverage that is brought on-site. For sponsorship information, please contact Phyllis Scott, Director, Business Services, at scott@associationforum.org or (312) 924-7033. The authorized caterer for Holiday Showcase is The Hyatt Regency Chicago. Contact Jaclyn Manning, Associate Director of Sales, at (312) 239-4712 for questions regarding food and beverage guidelines in the exhibit hall.

HOLD HARMLESS, LIABILITY AND INSURANCE
Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitor’s displays, equipment and other property brought upon the premises of the exhibit hall. Exhibitor shall defend, indemnify and hold harmless the Association Forum, Hyatt Regency Chicago, show decorator and contractor, their respective directors, officers, agents and employees and agents from losses, damages and claims inside or outside the exhibit hall that may arise as a result of actions of the exhibitor, its employees or agents. Association Forum, Hyatt Regency Chicago, show decorator and contractor, or their respective directors, officers, agents or guests shall not be liable to exhibitor, its employees or agents for any damages, loss or injury from fire, electricity, water, storm, riot, smoke, theft, accident or any other cause. The exhibitor agrees to provide insurance coverage for personal injury and property damage liability covering the exhibitor and his property in such amount as the exhibition facility requires. The Association Forum, Hyatt Regency Chicago and show decorator and contractor shall each be named as an additional insured on all of exhibitor’s policies of insurance. A copy of the insurance requirements will be included in the Service Kit. Insurance protection against fire, smoke, theft, accident, or any other cause shall be the responsibility of exhibitor.
HOLIDAY SHOWCASE 2020
Rules and Regulations

HOTEL ACCOMMODATIONS
Exhibitors are encouraged to choose the Hyatt Regency Chicago for their Holiday Showcase accommodations.

INCLEMENT WEATHER
The Association Forum shall not be responsible for losses or poor attendance due to inclement weather. Holiday Showcase will proceed regardless of weather. Under circumstances to be determined by the board of directors, the Association Forum may elect to reimburse exhibitors a percentage of the exhibit fee to the extent allowed by the convention cancellation insurance after Association Forum's expenses are covered. Expenses for travel, shipping or collateral materials will not be covered.

INSTALLATION OF EXHIBITS
Exhibitors have move-in and move-out times as indicated in the Exhibitor Kit. All exhibits must complete and be ready for inspection by the fire marshal and Association Forum staff at 10:00 a.m., Wednesday, Dec. 16. All exhibits must remain intact until Holiday Showcase is officially closed at 4:30 p.m.

MEMBERSHIP
In order to qualify for the member rate, you must be an active member of Association Forum. If you're not a current member, please visit www.associationforum.org or contact membership@associationforum.org

NOISE
Public address, sound producing or amplifying devices that project sound beyond the exhibitor’s space are prohibited.

PAYMENTS OF PAST DEBTS
Any organization that applies for exhibit space is responsible for ensuring that there are no outstanding debts between the exhibit space applicant(s) and Association Forum. This shall include any advertising debts incurred by the applicant(s) or its advertising agency(ies). The Association Forum will not consider any applications with outstanding debts to the Forum or whose advertising agency(ies) have outstanding debts. These balances must be completely settled and monies received by the Association Forum prior to the receipt of, contract deadline in order for the contract to be accepted.

REMOVAL OF EXHIBITS
No exhibit may be dismantled before 4:30 p.m. on Wednesday, Dec. 16. All exhibits must be dismantled by 8 p.m. on Dec. 16. All materials and displays not dismantled or arranged for dismantlement will be discarded. Early tear-down will result in a $1,000 penalty and may jeopardize eligibility to participate in future events.

RESPONSIBILITIES
The Association Forum shall assume no responsibility or liability for damage to the exhibitor's materials and display. Beyond this, the Association Forum, the show facility, their respective officers, directors and employees or agents shall not be responsible for the safety or protection of the property or of the exhibitor, its employees and agents from any cause. Exhibitor shall provide to the Association Forum copies of all insurance and/or policy riders which shall include the Association Forum as a co-insured.

SECURITY
Insurance of booth contents and personnel is recommended. The Association Forum does not insure exhibitor property. The Association Forum shall use reasonable care in providing security services during the hours of installation, the show and dismantling for the protection of the exhibitor's materials and display. Beyond this, the Association Forum, the show facility, their respective officers, directors and employees or agents shall not be responsible for the safety or protection of the property or of the exhibitor, its employees and agents from any cause. Exhibitor shall provide to the Association Forum copies of all insurance and/or policy riders which shall include the Association Forum as a co-insured.

NAME AND LOGO
Association Forum and Holiday Showcase are trade names belonging to Association Forum. Participation as an exhibitor/sponsor in the Event does not entitle the exhibitor/sponsor to use such names or logos other than with reference to the exhibitor/sponsor’s participation as an exhibitor/sponsor. Participation in the event does not imply endorsement or approval by Show Management of any product, service, or participant and none shall be claimed by any participant.

UP-SELLING BOOTHS
Charging a premium fee above and beyond Association Forum’s published price without disclosure for exhibit space within a block is strictly prohibited. Violation will result in a loss of priority points as part of the booth selection system.

VIOLATION OF RULES AND REGULATIONS
Violation of these rules and regulations as well as those of the Hyatt Regency Chicago will afford the Association Forum the right to execute one or more of the following remedies:
1. The exhibitor may be prohibited from exhibiting at the current year’s Holiday Showcase and will forfeit all booth payments.
2. The exhibitor may be prohibited from exhibiting at the following year’s Holiday Showcase. Provided, however, that the imposition of one or more of these remedies by the Association Forum shall not in any way limit available remedies provided in other provisions of this Agreement or by law.

FOR MORE INFORMATION ON EXHIBITING AT HOLIDAY SHOWCASE
CONTACT:
PHYLLIS SCOTT
Director, Business Services
+1.312.924.7033
scott@associationforum.org
Company Name

Contact

Title

Address

City      State      Zip

Phone        E-mail

BOOTH SPECIFICATIONS AND FEES:

BOOTH PACKAGE:
10’ x 10’ exhibit space, 6’ skirted table, 8’ back wall and 3’ high sidewalls, 7” x 44” ID sign, waste basket, two full conference registrations, two additional registrations available for purchase. Standard booths are in-line. Premium booths are corners.

NUMBER OF BOOTHS:

<table>
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<tr>
<th></th>
<th># of Booths</th>
<th>Price</th>
<th>Total Cost</th>
<th>Booth #</th>
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<tr>
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<tr>
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</tbody>
</table>

*The main contracted company participating in each 10’ x 10’ booth needs to be a current Association Forum member. Membership status must be through March 31, 2021.

METHOD OF PAYMENT

All applications received prior to September 1, 2020 must be accompanied by a non-refundable 50% deposit. Booth space will not be assigned without payment of deposit. Outstanding balances are due no later than September 1, 2020.

Applications received on or after September 1, 2020 must be accompanied by full, non-refundable payment. Failure to make payment in full when due will result in release of booth space.

_____Check (payable to: Association Forum)     _____Visa  _____Master Card  ______American Express  _____Discover

Credit Card Number

Exp

CSV Code

Name on Card

Cardholder’s Signature

Date

ACCEPTANCE:

We, the authorized representative of the undersigned company, on behalf of said company subscribe and agree to all terms, conditions, authorizations and covenants obtained in this Contract and the Rules and Regulations governing Association Forum’s Holiday Showcase. We understand that violations will jeopardize participation in current and future Association Forum events.

Acceptance of this application binds us to the payments as stated above. We understand that Show Management reserves the right to demand release of our space for failure to adhere to the Rules and Regulations: to re-allot space; to offer requested space only when available; and to reject any and all applications at any time for any reason or no reason at all.

Signature

Date

MAKE CHECKS PAYABLE TO: Association Forum
Exhibit Fees
10 S. Riverside Plaza, Suite 800
Chicago, Illinois 60606

RETURN CONTRACT TO: Phyllis Scott, Director, Business Services
E-mail: scott@associationforum.org

DEC. 16, 2020   Hyatt Regency Chicago
www.holidayshowcase.org

You have until January 31, 2020 to cancel the agreement in full. After January 31, 2020, 50% of this agreement is non-refundable.